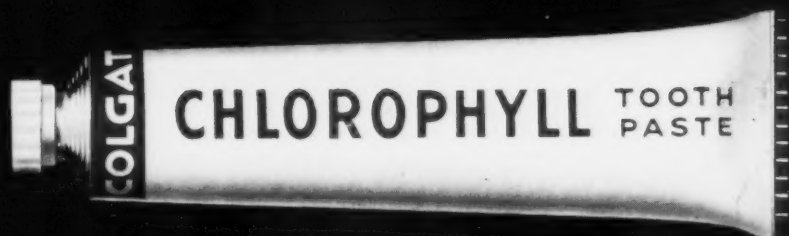


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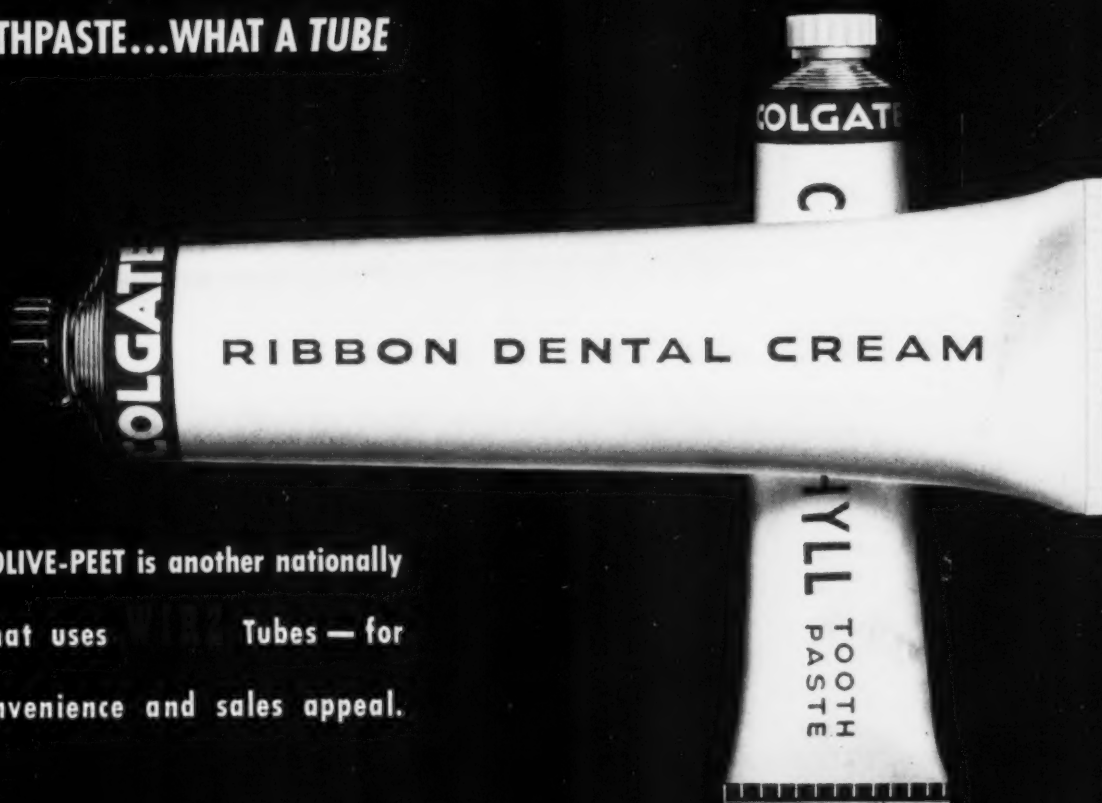
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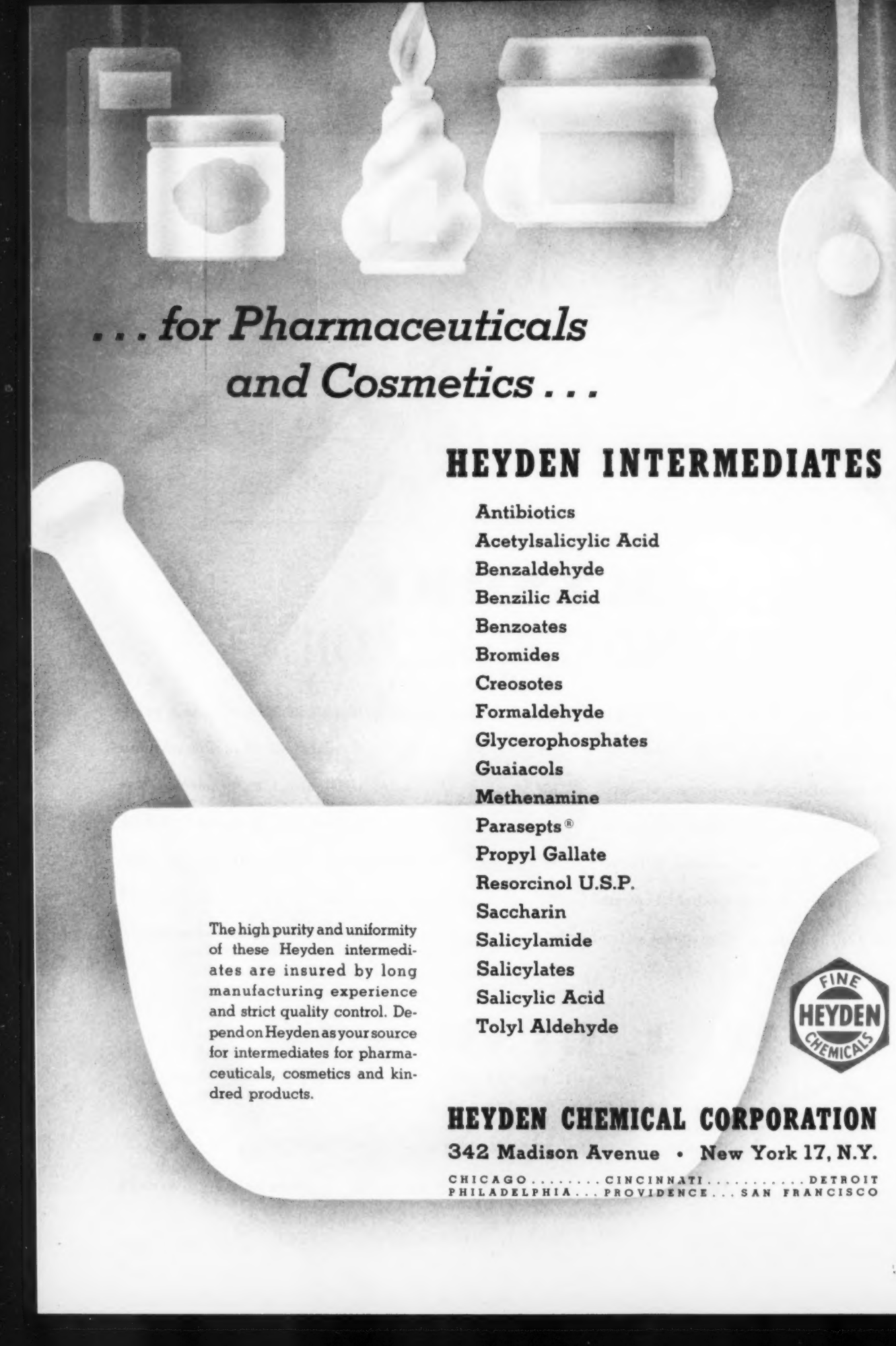
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# the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS  
Established 1906

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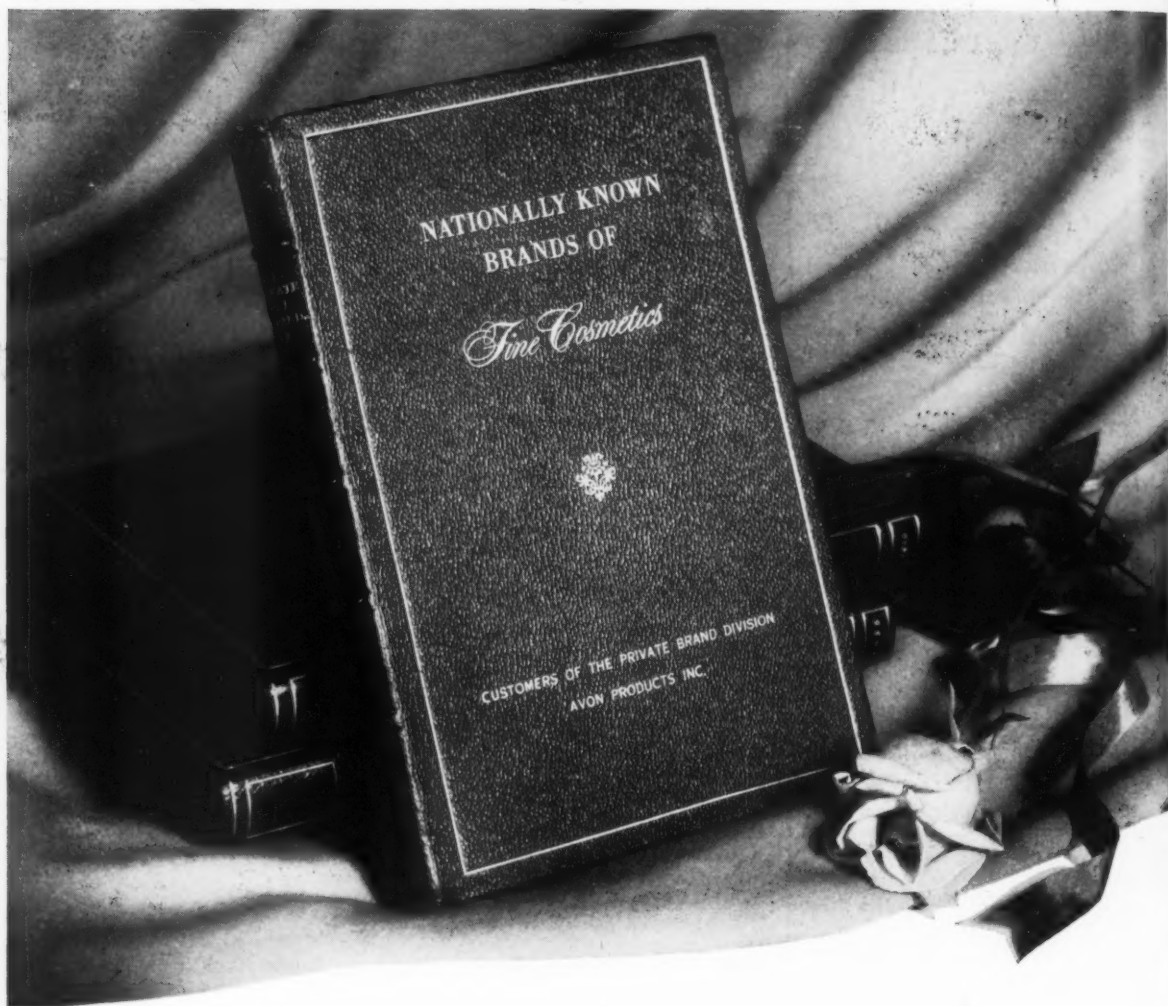
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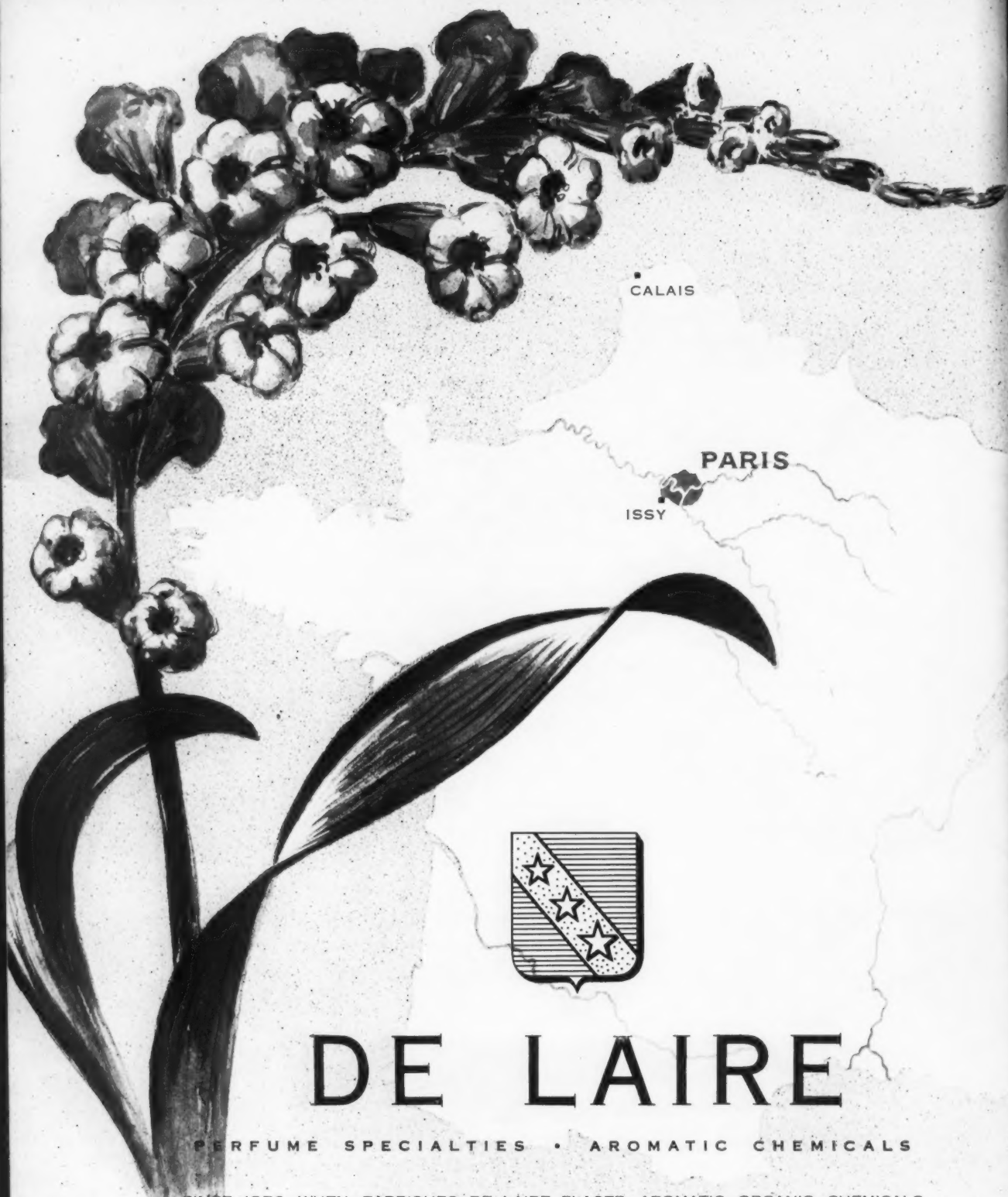
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\*Chemical Senses, page 1, Moncrief—lists senses as follows: sight, hearing, touch, taste, smell. Note smell is listed Fifth.

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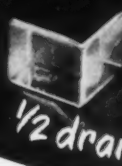
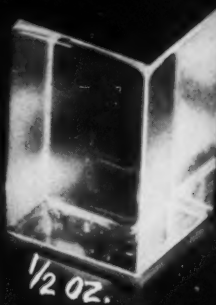
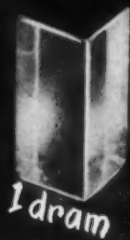
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# Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.



The Detroit News

## Boric Acid

F. D. A. recently issued a letter to the effect that 10% boric acid in a baby powder, or less, has not produced untoward results when used in the customary manner. The straight boric acid used indiscriminately, in their opinion, has been the cause of damage. In any event, large abraded areas of skin should not be covered with the straight material.

As a result of recent visits by different interested groups, the whole matter has come to a head. So be it.

## Deodorant Soaps

When Sagarin threw his bombshell at the May Society of Cosmetic Chemists Meeting regarding deodorant soaps, many were the threatening looks and caustic verbal asides. In essence he questioned the usefulness of deodorant soap when compared to ordinary toilet soap.

I've just talked to a fellow who went into this in considerable detail, using it as a basis for a thesis in fulfillment of the requirements for his Ph.D. degree and am going to get a chance to read the MS. The author will probably publish parts of it. In any event he promises some *very, very* interesting results. Rather than to try to steal his original thunder, readers will have to wait and see the author's work. It promises to be good.

## Antienzymes

Cifelli's recent article (Drug & Cosm. Ind., Sept., 1953) on this subject covers two patents issued in South Africa to a leading U. S. dentifrice manufacturer; it throws new light on both the new drug an-

gle and prior art in the approach to dental caries and its treatment.

The first patent 16,272 is basic, while 17,041, the second patent, covers sarcosides (such as sodium lauroyl sarcoside). Rather than repeat what Cifelli so ably covers the original is recommended reading unless you have copies of the patents (which aren't published). Suffice it to say, anyone interested in antienzymes for dentifrice or mouth wash, should investigate matters very thoroughly.

## New Lanolin Oil

One of the major lanolin suppliers is offering a new lanolin oil low in free fatty acids, 57 per cent unsaponifiables, 19 per cent calculated cholesterol, with an iodine value of 38 per cent, a cloud point of 64° F. and a pour point of 42° F.

This is an interesting product because one can think of a lot of applications for a lanolin oil, where the solid lanolin is too stiff.

Thinking of lanolin stiffness, the same supplier offers a high melting point lanolin melting at 47° C with 50 per cent unsaponifiables and 19 per cent calculated cholesterol.

Think of its applications in firming lipstick, cosmetic creams, ointments and a host of other products!

These are two new exciting materials worthy of your attention.

## Ethylene Wax

A newcomer in the field of petrochemicals now offers four different types of an ethylene polymer of an approximate molecular weight of 2,100, which are wax-like materials with a fairly high melting point. These polymers are hard,

tasteless, odorless, nontoxic and of a white translucence in color.

They are readily compatible with most waxes, although one type with a low cloud point is more miscible with paraffin wax.

Wherever a high melting wax is required, these materials will prove an interesting basis for experimental work.

## Dentifrice Notes

For months suppliers of sarcosine fatty acids derivatives have wondered why the material was being tested by cosmetic manufacturers . . . True, it was related to a well known and old family of surface active agents . . . but there was more to it . . . now we have "antienzyme" in dentifrices . . . Real question now is, which is stronger in sales potential, chlorophyll, ammonium ion or antienzyme . . . Also, does antienzyme really work or is it too on the ragged edge like its predecessors, for no one *really ever* produced irrefutable and significant proof of usefulness of either the ammonium ion or chlorophyll as anticaries agents or oral deodorants. Up to now at least, A.D.A. is not satisfied with proof of either of the three dentifrice "discoveries."

## Just Notes

The wrangle between the chlorophyll patent owners and one dentifrice manufacturer over validity of the Gruskin patent is going to be interesting.—There were a number of very interesting papers, cosmetic-wise, at the A. Ph. A. Convention in Salt Lake City last August . . . Cosmetic houses were notoriously unrepresented.—One of the Polyol

# SELECTED BOOKLIST

for Perfume, Cosmetic, Soap and Flavor Chemists

## 1. THE HANDBOOK OF SOLVENTS.

By Leopold Scheffan and Morris Jacobs. The most useful reference work on solvents available today. The properties, uses, action and technology of solvents are covered in this comprehensive handbook. Two major sections: 1. Covers theoretical aspects and practical attributes of solvents such as solvent action, solvent power, evaporation and evaporation rates and limits of inflammability. Discusses in detail solvent recovery, stresses safe practices; 2. The physical constants of over 2,700 liquid compounds are tabulated. Arrangement such that you can compare, at a glance, the so-called literature constants with the commercial constants of each solvent. 728 pp., 7 x 10, 17 illus. \$10.25 postpaid.

## 2. SOAPS AND DETERGENTS.

By William W. Niven, Jr., Research Chemist & Consultant, for the practical soap maker. Synthetic detergents thoroughly discussed. Tabulates 250 surface active agents, their classification, trade names, manufacturers and application in the soap industry. Covers continuous soap making processes, soap perfuming and coloring, equipment, processes and methods. Up-to-date, authoritative. 511 pp., 66 illus. \$9.25 postpaid.

## 3. THE FUNDAMENTALS OF DETERGENCY

By William W. Niven, Jr., Research Chemist & Consultant, Midwest Research Institute. A thorough-going treatment of the theory and practical applications of detergency. Discusses: 1. The effects of composition, concentration, temperature and added electrolytes on the nature and properties of aqueous detergent solutions; 2. The fundamental actions which constitute detergency and the role of detergents in aiding these actions; 3. The means of utilizing the various fundamental detergent actions in laundering (a typical application). 260 pp., illustrated. \$5.75 postpaid.

## 4. LE LIVRE DU PARFUMEUR.

By Felix Cola. General discussion of perfumes throughout the ages and perfumes in literature. Chapters on: Essential Oils; Chemical Compounds of Synthetic Perfumes; The More Important Manufacturers; Formulae of Large Number of Commercial Perfumes; Perfume Bases; Basic Composition of Special Perfumes; Formulae for Cosmetics and Beauty Preparations; Perfumes Used in Manufacture of Soaps. \$15.25 postpaid.

## 5. PERFUMERY SYNTHETICS AND ISOLATES

By Paul Z. Bedoukian, Ph.D. This carefully compiled volume supplies a genuinely felt want for authoritative data on perfumery synthetics. The work contains the history, chemistry, physical and chemical properties, manufacture, uses, and other pertinent data of the principal perfumery compounds; and covers the important perfumery synthetics. A complete index adds to the value of this useful book. 488 pages, \$8.75 postpaid.

## 6. NATURAL PERFUME MATERIALS.

By Y. R. Naves and G. Mazuyer. Describes the raw materials used in the extraction, choice, purification and recovery of volatile solvents; the preparation of tinctures and infusions; the treatment of concretes; resins and balsams; the extraction of the aromas of fruits and distilled flowers; the manufacture of pomade and perfumed oils by the use of vegetable and animal fats and mineral oils, properly chosen and prepared; the processes of digestion and enfleurage on solid and liquid absorbents; and the extraction of decolorized absolutes and pomades from the

diffused products. Contains much information on the chemical composition and analytical examination of extraction products; descriptions of plant and raw materials subjected to extraction, 355 pp. \$7.75 postpaid.

## 7. PERFUMES, COSMETICS AND SOAPS.

By William A. Poucher. *Volume II—Production, Manufacture and Application of Perfumes of All Types.* Covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving the botanical varieties, the odor classification, the chemical composition, practical suggestions for compounding, and the best ingredients. Additional chapters give many new formulas for fancy perfumes and toilet waters. 426 pp. \$10.25 postpaid.

## 8. MODERN COSMETICOLOGY.

By William A. Poucher. *Volume II—Production, Manufacture and Application of Cosmetics of All Types.* Covers in full the methods of production of cosmetics, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the cosmetic preparations, giving the botanical varieties, the odor classification, the chemical composition, practical suggestions for compounding, and the best ingredients. Additional chapters give many new formulas for fancy cosmetics and toilet waters. 426 pp. \$10.25 postpaid.

## 9. THE ESSENTIAL OILS.

By Ernest Guenther, Ph.D. This monumental six-volume work is comprehensive, authentic. VOL. I covers: Origin and Development of Essential Oil Industry, Chemistry and Function of Essential Oils in Plant Life, Products of Essential Oils. 448 pp., \$7.75 postpaid . . . VOL. II gives detailed data on several hundred of the more important constituents of essential oils. 852 pp. \$12.25 postpaid . . . VOL. III describes the oils of plant families Rutaceae (with special emphasis on citrus oils) and Labiate. 777 pp., \$12.25 postpaid . . . VOL. IV covers the individual oils in six plant families not covered in Vol. III. 752 pp., \$12.25 postpaid . . . VOL. V is of special importance to the flavor chemist. 507 pp., \$12.25 postpaid . . . VOL. VI, the final volume, is of interest to the pharmaceutical, flavor, and perfume industries. Features wintergreen, sweet birch, valerian, mustard, onion, hops, etc. Also deals with pine oils and turpentine. Includes table showing the taxonomic classification of all the essential oils described in all six volumes. 481 pp., \$12.25 postpaid.

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manufacturers has just released a new "Guide to Cosmetic and Pharmaceutical Formulation." . . . There is a lot of new data in this tome, and that is what it really is. —Ortho-phenylphenol, heretofore supplied in technical grade only, is now available in purified form as an all purpose preservative.—Sure wish the can company making the "metal bottle" would get on the ball and increase production to the point where one could get a sample.—You can now get a tube of marking ink for metals (yellow, orange, green, red, white, black, blue) with a ball point tip for direct use on metal, wood, plastic or glass.—Substitutes for hard to get 18-8 stainless steel have been developed by Allegheny Ludlum,

Carpenter Steel and Cooper Alloy Foundry Companies.—Congratulations to Peter Powell and Yardley on the opening of their new Yardley Building in Toronto, which includes a fabulous new plant with Bob Merrill (not the singer) in charge. . . . British Patent No. 692,335 covers the use of magnesium aluminum silicate (Veegum?) and sodium carboxymethyl cellulose together as cosmetic emulsifiers. . . . wonder just how original this really is.—The two antienzymes tested by Fosdick at Northwestern University are sodium dehydroacetate and sodium N-lauroyl sarcosinate out of a bunch screened in the process. . . . Both are available in production quantities . . . but there may be patents to cope with. . . .

hair the foam, which is an important feature of this product, evaporates. I would like to change, or substitute, the isopropanol to denatured alcohol because of the odor of isopropanol. In fact, I have tried many ways with no results. (Formula given.)

F. M., New York

A. It is hard to believe that the substitution of denatured alcohol is stopping your foam in the denatured formula you are using.

We personally object to the use of potassium carbonate, which will make the product far too alkaline. Actually, on long standing, you could have a breakdown of the carbonate by the alcohol and propylene glycol since the glycol will react with borax to produce an acid reacting compound which will decompose the carbonate.

Are you sure all of your ingredients are dissolved in the denatured alcohol for if they are not, it will make a difference.

## Questions and Answers

### 1037: Request for Formulas

Q. Please let me know how to prepare a liquid dentifrice, as well as a jelly-like dentifrice, both simple and for pyorrhea and inflamed gums. Furthermore, I would like to have a similar formula in powder form without soap and specific for pyorrhea. Does gum tragacanth enter into the jelly-like type of cream dentifrice? I also would like to have a formula for after shave lotion, capable of substituting cologne water for barber's use. I would like to have two kinds of such a lotion, one plain and the other giving a feeling of coolness to the face after shaving, suitable for this country's hot days. Also, please send me a formula for a shampoo cream type as well as liquid and powder type but without soap powder and the soapless type too. It is understood that these formulas are originated by you as a chemist. I ask you this because I desire to avoid entirely copying other manufacturers' similar products.

Z. F. S., Morocco

A. Your formula requirements for so many different things definitely call for collaboration with a Consulting Chemist and to this extent we suggest you contact one of the names we are sending you. However, we caution you that if you expect original formulas, not copies of something else, the cost of this type of information will be very high. In fact, the price of good

workable formulas, as developed by reputable chemists, is not low either, but obviously original work, requiring a lot of research, will have to be high.

### 1038: Liquid Cosmetics?

Q. Please tell me the answers to the following questions: 1. How will the future of lipstick advance? 2. Will lipstick turn liquid? 3. Will perfume (cologne) turn to stick perfume (stick cologne)?

H. Y. T., Japan

A. It is difficult to say how the future of lipstick will go. Most liquid lipsticks are being patented; one has been on the U. S. market for several years. Liquid rouges are beginning to make headway and if this is any indication, it may be that liquid lipstick will follow suit. Most liquid lipsticks that we have seen have drawbacks. If a good one is ever developed it may be the fore-runner of a liquid trend. We doubt if stick cologne will ever replace the ordinary liquid product. The stick dries out readily; it crumbles and is expensive. The liquid does everything and more than the stick and is available at a lower cost.

### 1039: Shampoo Ingredients

Q. I make a shampoo containing isopropyl alcohol. When on experiment I substitute isopropanol alcohol with the regular denatured alcohol, it makes a high foam in the bottle, but when we use it on the

### 1040: Cream Sachet Formula

Q. We need a formula for a cream sachet which is neither fluid nor solid. Any advice from your part will be gratefully received and I thank you for this in anticipation.

S.A.E., Spain

A. We offer you the following formula for a cream:

Acid Stable Emulsifier	15 parts
(Spermaceti)	5 "
A (TiO <sub>2</sub> )	2 "
— (Talc)	18 "

Methyl	
p-Hydroxybenzoate	0.15 "
Polyoxyethylene	
Stearate	2.0 "
B (Perfume Oil)	10.0 "
—	

Water to make 100 parts  
Heat A to 75°C. Heat B to 50°C  
and add to A, stirring until cold.

### 1041: Sources of Materials

Q. Kindly inform us the name and address of the manufacturers of the following substances: Picramic acid, Meta — tolylenediamine, Ursol brown, 1,2,4 Diamino—arisol. We are interested in buying these materials and thank you for your attention.

E.C., Mexico

A. We suggest that you contact the manufacturers of dyestuffs and intermediates for the required materials, whose names and addresses are sent to you under separate cover.

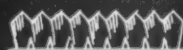


HIGH PURITY

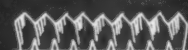
# Sodium



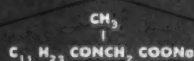
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## Non-Floral Perfumes



BY E. S. MAURER, F.C.S., M.R.I.\*

It is interesting, however, to observe that the above-mentioned article is sub-titled, "a catalogue of a few materials with which the perfumer can reconstruct the odours of leathers, precious woods, balsams, spices, etc.," and most of the items quoted are proprietaries of well-known English and Continental firms, many of which have earned the esteem of perfumers during the past decade. The author rightly emphasises the difficulty of attempting to classify odours of a non-floral type and proceeds to give a brief dissertation upon some of the groupings as outlined by Cerbelaud in his *Formulaire de Parfumerie*.<sup>3</sup>

Those who are familiar with this classification of odours of the same and neighbouring tonality will perhaps recollect that the osmical panorama extends to no less than 45 groups but, broadly speaking, it is seen that this scheme lends itself to a division showing the "pure floral" or blossom elements as one third; the second portion of similar magnitude being devoted to the "pharmaceutical" essential oils of perfumery usage; while the remaining third embraces transitional groups and the folial, animal, fruity and other ancillaries.

These auxiliaries, as is well known, have become of increasing importance in modern perfumery composition and in almost every case they represent a "quality" rather than a specific odour and may perhaps be termed the perfumery "adjectives," or more succinctly expressed as "adjuvants."

The dictionary affords a particularly apt definition of an adjuvant as "something added to a prescription to aid the operation of the principal ingredient," and I think it well worth while to observe, in the fundamental non-floral character of these adjuvants, the function of the large range of pharmaceutical essential oils, gums, balsams and resins, and to realise just how

**T**HIS is not an original theme. Many writers have touched on it before.<sup>1</sup> As far back as January 1939 an anonymous article appeared under the same title,<sup>2</sup> the following introductory paragraph from which epitomises the subject: "It is often asserted that, in spite of the enormous number of synthetic chemicals now used in perfumery, the art has its basis in flowers and their fragrance. Historically, however, it may be questioned whether this assertion is correct. The ancients made their perfumed oils mainly with the aid of spices and aromatic woods and resins; and, although the popularity of floral perfumes is impressive, there is, nevertheless, a big and increasing production of perfumes in which the predominant note is not a floral one."

Reprinted from the Journal of the Society of Cosmetic Chemists, British edition. Vol. III, No. 3, Nov. 1952, P. 185.

closely Perfumery is still allied to the "art of the Apothecary."

Although it is perhaps due to the odour classification of Rimmel (1865) that the position and importance of the adjuvants became apparent, it is only when some attempt is made at segregation that a pattern begins to emerge from which the transition mechanism of one group to another begins to be obvious. The utility of this can also be perceived when hybrid effects are considered, for instance, in either allocating a niche to synthetics of unusual odour, or producing according to inclination, e.g., oenanthic-verdure or balsamic-honey notes.

The following order is suggested as a *cyclic* progression, as it will be noted from this sequence that the basic odour tone of any one group is not only largely dependent on, but is linked with that of the preceding group as well as the following.

#### The Adjuvant Cycle

- |                   |                 |
|-------------------|-----------------|
| 1. Folial-nutty   | 12. Resinous    |
| 2. Verdure        | 13. Spicy-nutty |
| 3. Oakmoss-lichen | 14. Balsamic    |
| 4. Fern           | 15. Herbaceous  |
| 5. Earthy         | 16. Amber       |
| 6. Fungal         | 17. Honey       |
| 7. Rooty          | 18. Aldehydic   |
| 8. Woody          | 19. Citrus      |
| 9. Smoky          | 20. Fruity      |
| 10. Leather       | 21. Oenanthic   |
| 11. Animal        | 1. Folial-nutty |

Although each of the above groups will allow for some subdivision, it will be found that there are several sections which require more elaborate and detailed treatment, these are: (a) the folial nutty verdure, (b) herbaceous and (c) fruity groups.

#### The Folial-Verdure Group

The green or folial note is perhaps best represented by the aroma of violet leaves absolute, and usually in conjunction with such alkyne esters as methyl-heptene and methyl-octene carbonates, but there are, however, auxiliaries of a green character which have comparatively recently come into prominence, such as nonadienol and its aldehyde and "leaf alcohol" ( $\beta$ -hexenol and its homologues) as well as hexyl-heptyl esters and ethers. Upon these items many green-leaf coronal bases may be formulated, which when incorporated with due restraint in compositions, confer desirable light and subtle touches of greenery and freshness, free from the blatant and heady tendency of the alkynes.

Another group of verdure toners which can also be used with very pleasing and natural effects are combinations of the various acetals of phenylacetic, hydratropic, heptyl and methyl-heptylacetic aldehydes, especially in conjunction with the formic, acetic and propionic esters of geraniol, citronellol and terpineol; and from such linkage are evolved bases with definite characteristics, such as the Verts de fleurs, de Lilas, de Gardénia, d'Oranger, des forêts and so on.

Further shadings of considerable value in muguet, mignonette, gardenia and tuberose compositions can be based upon some of the foregoing items by the ad-

dition, for instance, of di-hydro pseudo-ionones which gives the deeper and richer tones of ivy-leaves, while the sweet, dry and powdery note of vine-leaves can be introduced with methyl heptenone and hexylenic aldehyde; finally, the dull and heavier nuances closely simulating chrysanthemum, dahlia and tomato foliage, which notes are so useful in the heavy undertones of the citrus-incense-rose fantasies, can find a ready counterpart in isoamyl heptyl ether and neryl butyrate.

It is also interesting to observe at this point the interpolation of the "nutty" cadence, not the spicy-cachou aspect, but rather that inflection of the coconut, hazelnut and walnut tone, because the fundamental odour, based upon  $\gamma$ -nonyl and duodecyl lactones, plus the unctuousness of heptaldehyde acetals, and the amyl and butylbenzyl ethers, can according to inclination either remain nutty, or emerge as an odour characteristic of decorticated twigs and the hollow stems of water plants.

For instance, the fragrance of iso-propyl phenylacetic, phenylpropyl, cyclamen and cuminic aldehydes, plus that of such alcohols as cedrenol, santalol, coriandrol, and esters like hexyl benzoate, all closely simulate the fresh, damp, sappy, pithy and cortical odour.

This sapid, succulent odour tends towards the verdure note, which is rather that of the freshness of vegetation than the aroma associated with particular leaves, and is perhaps particularly well exemplified by appropriate dilutions of heptyl caproate or iso-propyl acetophenone (methyl-cumyl ketone), as well as by the more culinary odours of freshly sliced French beans, cucumber and melon rinds, which characterise such esters as hexyl caprylate and hexenyl formate.

There is also another folial shade which is a composite. This is to be found in the sweet, dry and powdery note of rose leaves and dried rose petals, to which, in particular, the phenylethyl and phenylpropyl acetates, propionates, cinnamates and the acetals of the corresponding aldehydes, are largely contributory.

#### Odours of Mosses and Lichens

The mousse de chêne odour borders on those of the verdure group and, although there are many botanical sources of the lichens from which the commercial extracts are manufactured, yet the characteristic odour can be observed in the methyl, ethyl and particularly the iso-butyl esters of evernicic acid, as also in the p-methyl, iso-propyl and iso-butyl quinolines.

Furthermore, farnesyl and fenchyl alcohols and their acetates also contribute a considerable degree of tonal support, and this can be supplemented by galbanum, myrrh, scammony, patchouli and vetivert, but as the choice of commercially available oak moss extracts, resins and absolutes affords such considerable latitude, the perfumer who has in mind elegant creations of crêpe, chypre, fougère and similar fantasy perfumes is not particularly interested in synthetic imitations of this virtually indispensable item.

#### The Odours of Ferns

As is readily perceived, the fern odour links the verdure-lichen note with the earthly tones, and although the odour of the rhizome of the Male fern (*Dryopteris filix-mas*) is not very pleasant, somewhat resembling the

oily dankness of octyl butyrate, yet the foliage odours of many other species of ferns is particularly attractive to the perfumer. Many examples of this are to be found in the *Adiantum*—the scented maiden-hair ferns, and particularly with the *D. aemula*—the hay-scented Buckler fern, and this coumarinic note is also well evidenced in the group comprising the Hound's or Deertongue family (*Liatris odoratissima*), as is seen by some of the common names of these plants; wild vanilla and sweet vernal.

From the perfumery angle, however, the scented-fern or fougère odour is fundamentally that of oak-moss allied with patchouli, as this combination seems to allow a gradual unfoldment of a peculiarly attractive sweet, velvety cassia-clove undertone, which when slightly augmented by a woodruff-vanilla shading and extended by lavender, constitutes a foundation upon which many interesting variations can be made. For instance, the replacement of the coumarin by some of the methyl- or hydro-coumarins, or simulations of Melilot, based upon di-methyl hydroquinone, Melilotal (p-methyl acetophenone) and anisyl esters, ethers and ketones, provides some very pleasing and intriguing notes.

Furthermore, upon more deliberate consideration, it is noted that there are four adjuvants which are integral to the make-up of "fern-frond" perfumes, namely, a slightly herbaceous thyme note which may be obtained by the judicious addition of carvacryl acetate or benzoate; also the incidence of the odour of freshly bruised fern stems, which will be found in cuminic acetaldehyde; there is also a touch of the pungency associated with ethylamyl, methylhexyl and similar "lavender" ketones; and, finally, bearing in mind the relationship of the primeval giant ferns with the coniferae—in iso-bornyl propionate will be found the requisite pine inflection to complete the fougère gamut.

#### The Earthly Odour

This is a somewhat recondite section and may perhaps be introduced by calling attention to a very apt excerpt from W. H. Hudson's "Hampshire Days." Writing in 1902, he says, "It here comes into my mind that the very smell of the earth, in which we all delight, the smell which fills the air after rain in summer, and is strong when we turn up a spadeful of fresh mould, which the rustic calls 'good,' believing, perhaps rightly, that we must smell it every day to be well and live long, is yet after all, an odour given off by a living thing—*Cladothrix odorifera*—too small for human eyes . . . yet they are able to find a passage to us through the other subtler sense; and from the beginning of our earthly journey even to its end, we walk with this odour in our nostrils, and love it. . . ."

It would seem, however, that Dr. Hugh Nicol has assembled most of the references to the scanty literature on this subject, in an article published in 1933 and a later contribution entitled "The production of odorous substances by the aid of micro-organisms." These papers contain many items of interest to the thoughtful perfumer. The second contribution mentions that the basic earthy odour has been ascribed to the *Actinomyces* (or ray-fungus), but I think the point of outstanding interest is that dealing with the



Rubinstein chemist Dr. Julius Welterhahn at work in his laboratory.

fungal decomposition of glucose, resulting in the production, not only of ethyl acetate, but of other sweet, ethereal "woody and autumnal" esters.

In practical perfumery, the earthy odour may perhaps be best described as a blend of the oakmoss fundamental, with a moderate ferny undertone which includes a trace of a sweet fungal element. Light touches of such bases add a desirable similitude of naturalness to folial compositions, and these in their turn can be used to impart a distinctive tonality to cyclamen, gardenia, mignonette, muguet and tuberose compositions.

In so far as synthetics are concerned, an unmistakably earthy odour is associated with iso-butyl quinoline and linalyl-heptyl ether, and this is even more evident when they are blended with fenchyl alcohol; but the approach to the odour of freshly turned earth can be simulated with greater fidelity by incorporating such elementary bases with anethole-containing oils such as dill or fennel, shading with basil, pennyroyal, rue and sage, and adding, as a final touch, a little of a rhodinol fraction exhibiting the characteristic wet-straw note.

#### The Fungal Aroma

This terms needs a little clarifying, because the natural odour varies from the pleasantly culinary (and sometimes perfumed) aroma of the edible mushrooms to the unpleasant dankness of the poisonous toadstools; we have also the sickly sweetness exhibited by many types of mildew and the sour or vinous "secondary fermentation" odour associated with various moulds.

Furthermore, there is a wide diversity in these aromas in the fresh and damp stage as compared with those of the humus or air-dried spores, but from the perfumery viewpoint it is probable that the pleasant Champignon prototype is found to best advantage in the cyclic ethylene-glycol acetal of hydratropic aldehyde and in the cruder and heavier note of the di-methyl acetal.

Upon careful selection, however, it is found that there are quite a number of the medial aliphatic esters



which may be used in conjunction with the hydratropic and heptaldehydic acetals, particularly the secondary hexyl and nonyl acetates while, for example, definite shadings can be borrowed from the sour-earthly note of hexyl propionate, the sweet mushroom-honey tone of octyl propionate, the secondary-fermentation fragrance of phenyl-ethyl caprylate, the more floral, fungal-gardenia undertone of n-nonyl and n-decyl acetates and the peculiar fungal-rose-orange complex of nonyl caprylate.

The usage of such sweet, sickly bases is, as already indicated, that of an embellishment of the mossy and folial undertones, so that for practical purposes in perfumery, fungal and earthy tones can be regarded almost as synonyms.

#### **The Rooty Complex**

The rhizomic odour would appear to be a composite note based upon various proportions of the damp aroma associated with ferns, earth and fungus, with the peculiar dry and somewhat astringent tones of friable or crumbly earth, which in itself has a ligneous or powdered-bark back note.

In this group the synthetic adjuvants play a comparatively minor role, as the odour of wild parsnip-seed oil epitomises the ferny-earthly-fungal tone, and this gives better results than items selected from the comparatively narrow gamut of octyl and octyl-crotonyl acetates, butyrates, propionates and laurates.

From such a starting point, however, via the oakmoss "esters," the note begins to embrace the lichenol inflection of p-iso-propyl quinoline and the labdanol shading of iso-butyl cinnamate, but from here the balance of the tonal elements must be sought among the natural products.

Probably the most descriptive adjective which can be applied to the rooty group is "dank," and, if the term can be accepted, then "essence of dankness" is well exemplified by a blending of galbanum resinoid and *immortel* (everlasting) absolute, for in the latter is observed something of the liquorice note which contributes largely to fungal sweetness: a similar sweetening action is also noticed in the inclusion of the perfumed bdellium, sweet myrrh or bissabol opoponax.

From another angle of approach, Herabol myrrh, sassafras and asafetida exhibit a dry, powdery ligneous astringency, thus beginning to verge towards the woody note, but also from this departure point is seen the advent of aromatic and spicy warmth via the ginger root, the methyl eugenol background of Canadian snake-root oil, leading to sumbul (musk-root), the musk lactones of angelica root and thence to the violet undertone of costus root and iris rhizomes; and finally from the woody-rooty-cachou notes of calamus and patchouli to the familiar rooty-sandal fragrance of vetiver oil, its alcohols and esters; all of which, when supported by clove stem, cinnamon leaf and origanum oils, lead to a variety of pleasant aromas veering towards the woody note.

#### **The Woody Odours**

The odours of the "precious woods," particularly cedar and sandal, are very important in modern non-floral perfumery compositions and in this category, in

view of the popularity of the citrus-incense-rose and "soir" perfumes, the vetiver note may be included.

Although it is perhaps the deep, sweet and peculiarly fragrant and persistent santal-type odour associated with vetiveryl acetate which has brought this ester to the foreground in recent years, yet it is important to realise not only the age-old Indian usage of khus-khus roots, but also the fact, noted by Piesse in his 1851 "Art of Perfumery," that in the early days of perfumery in England, extracts incorporating tinctures of vetivert roots, created quite a furore.

It would appear, however, that of the aliphatic esters, vetiveryl acetate is outstanding in representing the quintessence of the vetiver characteristic without the dull and sombre notes of the oil. The other esters, from the formate to the valerianate, incline to an over-fruity emphasis and, moreover, show a tendency to liberate the free acids, while the only other ester of interest is the phenylacetate, which reveals, above the fundamental note of the acetate, as may perhaps be expected, a remarkable sweet, fruity-honey fragrance.

Sandalwood Oil, E.L., like all the woody oils, is of considerable importance in perfumery, not only because of its blending and mellowing action, but also for its equally outstanding fixative properties, which are seen to a marked extent in compounds for creams, brilliantines, bath salts, talcum and face powders.

Although a deliberate overdose of sandalwood oil in a compound will result in an eastern or oriental type of aroma, yet in alcoholic perfumes the characteristic inflection of this oil is frequently obtrusive and more pleasing results are achieved with Santalol.

Here also, the acetate is the outstanding ester and is more stable and less fruity than the other aliphatics, but the crystalline phenylacetate, like the corresponding vetiveryl ester, is almost indispensable in powder perfumes and sachets.

Support from any of the synthetics is somewhat limited, but decahydro- $\beta$ -naphthol formate, assisted by benzophenone and phenylbutyl carbinol, provides a starting point for industrial deodorants and some grades of soap perfumes, particularly in conjunction with Amyris (Oil Sandalwood, W.A.).

Cedarwood Oil (*Juniperus Virgiana*) and Atlas Cedar (*Cedrus Atlantica*) follow very closely the sandalwood oil pattern, and here also the acetate and the crystalline phenylacetate are the two most important esters, but it is interesting to note that there is something in the odour of these oils which seems to parallel the cortical tone of cyclamen alcohol and aldehyde, and this same iso-propyl fundamental can be observed in conjunction with the characteristic lignum note of furfural acrolein derivatives. Further details on this subject are available in a brief article by J. R. Byers, Jr.<sup>5</sup>

Bois de rose and the linalyl and terpinyl esters are too familiar to need detailed treatment here but, in passing, it may be noted that the basic rosewood odour is approximated very closely by that of iso-butyl heptyl ether. Mention should also be made of guaiacwood (champaca) oil, in which the bland, cortical-cyclamen note is evident in its characteristic tea-rose fragrance, which is still more pronounced in the acetic and phenylacetic esters of the alcohol.



Odor chemist uses nose pices for the evaluation of an odorant-counteractant mixture. Apparatus is a recirculating piping system devised in the Foster D. Snell, Inc., New York laboratories for the investigation of odor mixtures in an air stream under conditions of dynamic flow.



The destructive distillation of birch tree wood yields a tar, fractionation of which gives the Rectified Oil of Birch Tar of commerce. The odour of this oil resembles to a considerable degree the aroma of smouldering brush-wood, wafted from a distance. Cade oil, prepared in a similar way from various species of the juniper, lacks the slightly medicated guaiacol tone of birch tar and is perhaps more reminiscent of peat smoke under similar conditions, especially when the oil is blended with triethanolamine pyrolygnate.

It is also interesting to note in passing that the hydrocarbon Cadinene is also present in such rooty and woody oils as camphor, cedar, galbanum, patchouli, savin, sassafras, santal and wormwood.

Variations upon the clary sage-coumarin-bergamot theme provide useful bases for bruyère, genista and gorse perfumes, when shaded with birch tar oil, and begin to show an approach to the cubitana or habana tobacco leaf note, while from the more pronounced peaty tone of cade oil, these bases—especially when used in conjunction with the cedryl and santalyl phenylacetates—result in compounds which exhibit a marked approach to the peculiar fragrance associated with Harris Tweed.

#### The Odour of Russian Leather

Although the characteristic aroma of Cuir de Russie can be achieved by simple permutations upon the birch tar-bergamot-petitgrain specification, and that of Peau d'Espagne by the further addition of sandalwood oil, there is always a certain aftermath of harsh undertones, and while variation to allow the inclusion of Castoreum eliminates this unwanted inflection to a large degree, yet even in comparatively small doses, the persistency of the animal-manure note is inclined to be obstrusive.

If, however, such basic compositions also include *Pix Liquida*, the genuine Dalbrand or peasant-distilled Stockholm tar, prepared from the roots of the *Pinus*

*sylvestris*, then a very satisfactory product results, especially if backed with olibanum.

In so far as synthetics are concerned, p-tertiary butyl phenol has a decided cuir aroma, although the chlorocresol type of back note is difficult to suppress, but in conjunction with amyl and anisal formates, some of the p-cresyl ethers and esters, economical versions of the leather motif can be evolved suitable for soap and industrial deodorant perfumes.

It is noted, however, that the bruyère-birch tar bases will blend particularly well with cinnamyl and geranyl acetates and, with a fair proportion of iso-butyl phenylacetate, exceptionally sweet and persistent top notes can be achieved.

#### The Animal Notes

It is noteworthy that, during the past few years, in the literature published in English, some twenty or so contributions have appeared upon such topics as "animals in perfumery" and odoriferous substances of animal origin—musk, civet, castoreum and ambergris.

From 1926, when Professor Ruzicka elucidated the constitution of civetone and surprised the scientific world with compounds containing very large carbon rings, so much progress has been made that there is no point in endeavouring to make a précis here, in view of the abundance of recent contributions on this subject. Reference should be made to the existing literature for details of new "nitro" musks, "muskrat" from the American musk-rat, the odorous components of ambergris, and also information on the substituted indoles.

#### The Resinous Odour

The resinous note partakes somewhat of an osmical quality which is the direct antithesis of the bland unctuousness of the woody oils. It may perhaps be described as possessing a degree of harshness such as is

observed with bromstyrole, deca-hydro- $\beta$ -naphthyl acetate and the hexyl aldehyde acetals, but in odour alignment it would seem to correlate with a blend of methyl heptenone, terebene and olibanum, and this odour constitutes a prominent backnote in such oils as eucalyptus, rue, sage, pennyroyal, spearmint, sassafras, cinnamon-leaf and clove-stem.

The basic note is elevated in the juniper and cypress oils and is seen to full advantage in the depth and body of the *Pinus sibirica*, silver fir and other oils from the Austrian Tyrol. As an adjuvant in perfumery its use is somewhat limited to supporting components in the woody, smoky, leather and animal sections.

#### **Spicy and Nutty Aromas**

A brief investigation into Spices and Condiments shows that the former may be regarded as aromatics used for flavouring and, of these, four are of common everyday usage, namely, clove, cinnamon, ginger and nutmeg, but they are of somewhat secondary importance in perfumery. The dividing line, however, between spices and condiments is indefinite and, generally speaking, mustard, red, white and black pepper and horse radish, are referred to as condiments.

One outstanding property shared by both groups is concomitant with the medical quality of being carminative, that is, capable of producing an internal sense of pain-relieving warmth, and also as rubefacients, in the form of alleviating embrocations and liniments.

It is observed in the folial group that the aromatic counterpart, in contrast to the nutty or cortical inflection, is found here, particularly in the almond, cachou and nutmeg and in oils expressed or distilled from barks, berries, seeds, pods and roots, and it is further noted that the spices will align in complementary or supporting pairs, namely, cinnamon-pimento; clove-caraway; almond-vanilla; ginger-pepper and cachou-nutmeg.

Although the warm, spicy note is a fundamental of eastern or oriental perfumes and contributes largely to the background of such non-floral perfume-types as ambre, chypre, fougère, erica and origan, yet pleasing combinations are also observed with the woody oils and light touches from these groupings can be used very effectively with the more delicate blossom compositions, the function of cinnamon in hyacinth and patchouli in white rose bases being well-known examples.

In so far as support from the synthetics is concerned, cinnamic and benzoic esters are either too fruity or tend towards the balsamic note, so that for practical purposes the clove epitomises the typical spice odour through the eugenols and their esters and ethers, although it is known that resorcinol and thymol ethers and esters, substituted cinnamic and benzyl aldehydes, and various piperonal derivatives, contribute largely to the make-up of the above-mentioned five-fold grouping, but for details of recent work upon the organic chemicals having a cinnamic odour, the paper by Dr. Carl Bordenca should be consulted.<sup>6</sup>

#### **The Balsamic Fragrance**

It is very probable that the prototype of the pure balsamic note is to be found in Balsam of Peru, and

it would seem that it is the cinnamic osmophore which is largely responsible for this sweet, fragrant note. Although not definitely spicy, the balsam partakes somewhat of this character, which is combined with an herbaceous shading similar to that of clary sage.

Balsam of Peru is remarkable for the complexity of esters, aldehydes and lactones which contribute to its make-up and, furthermore, an outstanding characteristic of the balsam and the oil distilled from it, is the mild, but persistent and peculiarly sweet, mellow, velvety tone which it is able to confer upon compounds varying in texture from light floral to heavy exotic.

Examination of individual benzyl and cinnamyl cinnamates and cinnamyl benzoate, and various combinations of these, indicates that to them the dominant note is evidently due, but it would seem that the inclusion of phenylethyl and phenylpropyl cinnamates contribute respectively a desirable spicy, rose-honey and aromatic-hyacinth nuance, also the somewhat elusive velouté note can be achieved with the aid of methyl and ethyl cinnamates and cedryl and santalyl butyrates and phenylacetates, while final additions of vanillin, benzaldehyde, coumarin and melilotal in small quantities, complete a simulation in tonal agreement with the natural product.

If the cinnamic motif in the above is replaced by a benzoic sequence, then the cadence, although still sweet and bland, inclines, as may be expected, towards that of Siam Benzoin, including the resinous colophony note and the characteristic almond-vanilla undertone.

Balsam of Tolu follows a similar pattern, but although the reputed mild hyacinth fragrance may occasionally be found, most samples seem to incline more towards a typical toluol-varnish odour, which is also found in the terebinth note of Mastic and, similarly, the "naphtha rubber-solution" association of Styrol is very pronounced in some specimens of styrax balsam ex *Liquidamber orientalis*.

Olibanum, with its resinous fir-tree and frankincense odour, and the sweet myrrh or opoponax, complete the brief list of natural resinous materials which have a balsamic odour. It is possible, however, to accentuate satisfactorily the characteristic note by fortifying one or more of the balsams with phenylethyl and phenylpropyl cinnamates, which procedure incidentally subdues the slight chemical back-note which these esters frequently possess and impart to compositions.

#### **The Herbaceous Complex**

In order to ascertain a probable prototype "herbal" odour it is necessary to examine some fifty species of plants, the essential oils from which can be roughly segregated into culinary and medicinal groups.

It also becomes obvious that the make-up largely contributing to the "herbal" odour of both these groups depends considerably upon the fundamentals of those items at the beginning and the end of the cyclic adjuvant sequence, namely, the folial-verdure-fern and the citrus-fruity- $\alpha$ -naphthyl.

Incidentally, in the "Herbals" of Culpepper and Gerard, "*Sylva*," and other writings of John Evelyn, the diarist, the records of the Chelsea "physick" and other well-known botanical gardens, there is a wealth of information for the student of perfumery to draw

Labiatae		Umbelliferae	
Verbena—	{ Balm	Aromatic—	{ Angelica
	{ Bergamot		{ Sweet Cicely
	{ Savory		{ Chervil
	{ White Horeh		
Pulegone—	{ Garden mint	Anethole—	{ Caraway
	{ Water mint		{ Cummin
	{ Spearmint		{ Coriander
	{ Peppermint		{ Dill
	{ Pennyroyal		{ Fennel
Carvone—	{ Thyme	Apiol—	{ Anise
	{ Marjoram		{ Lovage
	{ Hyssop		
	{ Basil		{ Carrots
	{ Sage		{ Parsley
Camphor—	{ Clary sage	Roots—	{ Celery
			{ Parsnip
	{ Lavender		{ Hemlock
	{ Rosemary		{ Asafetida
Compositae		Miscellaneous	
Southernwood		Borage (Boraginaceae)	
Camamile		Salad Burnet (Rosaceae)	
Tansy		Rue (Rutaceae)	
Tarragon			
Marigold			

upon. In published records of the medieval period may also be observed the association of the still-room and the herb garden and the division therein afforded to the culinary side, for instance, sage, savory, tarragon, chervil, mints and parsleys and also to the "simples" or remedial herbs—chamomile, dill, fennel, pennyroyal and rue, together with some consideration for the "sweet aromatics"—lavender, rosemary, balm and bergamot for use in sachets, pomanders and pomatuns.

From the perfumery viewpoint, however, some endeavor to epitomise must be attempted, and it is interesting to note that Cerbelaud, in his "classification," devotes no less than five sections to the *Umbellifers*. Although this family includes about twenty of the more important "herbals," nevertheless, upon formulating a more detailed catalogue it is noticed that approximately the same number can be found among the *Labiatae*, concluding with several of the *Compositae* and a few examples from miscellaneous families.

Arranged in the previous sequence it is noted, as with the spices, that certain groupings with dominant characteristics emerge and within these room can be found for the miscellaneous items.

A consideration of this listing would seem to indicate that the fundamental of a typical culinary "Herbal" note is most likely to be found in a balance between

the carvone and anethole bearing plants, for instance, in sage-thyme and dill-coriander.

In so far as the synthetics are concerned, and after reviewing the list of some seventy items which possess green-leaf and herbaceous odours, these would appear to be more suitable for the construction of folial, verdure and fern aromas or, to put it briefly, as with the oakmoss and lichen group, more satisfactory results can be obtained from a few simple permutations upon the essential oils from some of the plants listed above, rather than elaboration from the synthetic aromatics.

#### The Amber Fragrance

Most perfumers have their own special interpretations of the indispensable Ambreine note and it is interesting to observe just how many of the adjuvant fundamentals contribute to its tonal make-up. For instance, we find the resinous *Labdanum Crete*, the rooty vetiver and the woody santal and cedar esters, balsamic vanillas, spicy patchouli, and the warmth of clary sage, as well as the musky cadence of angelica and ambrette oils, the fragrant top-notes from the rue aldehydes and ketones, and finally the floral sweetness of rose, iris and jasmin.

From such a wealth contributed by the natural materials, assistance from synthetic products only seems justified when economical versions have to be considered and, in this direction, isoamyl and isobutyl cinnamates, supported by the nitro musks, are probably the most suitable diluents.

#### The Aroma of Honey

This note is one of the most useful in the gamut of the adjuvants and, moreover, comparatively simple in construction, being based upon various combinations of the aliphatic, aromatic and woody alcohol phenylacetates plus a trace of diacetyl.

Such compounds are almost universal sweeteners and impart depth, body and tenacity to every base in which they are incorporated, but probably the outstanding quality observed (after the sweetness) is the ability to enfold, subdue and mellow the "medicated" after-odour found with so many of the synthetic aromatic chemicals of the ether, phenone and ketone class.

If these honey bases contain phenylacetic acid and some *p*-methyl quinoline, the note begins to become more pomade-like and waxy, but the civetal backnote, although at first not particularly prominent, has a tendency to become very obtrusive.

#### The Aldehydic Notes

As with the fixatives, most perfumers have evolved their own special aliphatic aldehyde complexes of general purpose or individual floral tonality, and work in this direction within the past decade has been made easier by the purity and stability of the materials which have become available.

The normal range cannot, of course, be extended, but interesting auxiliaries have occasionally appeared; for instance, the di-methyl and di-ethyl acetals of octyl, decyl, undecylenic, cinnamic and amyl-cinnamic aldehydes and citral, which suggest many probable uses not possible with the aldehydes themselves. Furthermore, there are also a number of newer allyl and cyclo-hex-



anol esters which afford considerable support to the earlier bases of the fruity pseudo-aldehydes.

#### The Citrus Odour

The incidence of some of the above-mentioned lemon and orange acetals, decyl acetate and methyl undecylenate and also the *alpha* and *beta* nerol esters, enable considerable improvements to be effected upon certain of the eau-de-cologne formulations resulting in a marked increase of the freshening factor.

This is also observed with the advent of the *nardenised* versions of terpeneless oils, from which also emerge floral tones of unsuspected sweetness, delicacy and purity.<sup>7</sup> Because of the greater importance of the Citrus odour in toilet waters, this item has been segregated from the following section.

#### The Fruity Gamut

It is remarked, in the metamorphosis of blossom fragrances to the finality of fruit odours, that the fruity gamut passes through the stages of unripe, ripe, over-ripe and even rotten and, furthermore, the size and texture of the fruit itself is important enough to receive some consideration. For instance, the large and hard fruits which contain very little juice—such as apples and pears, may be contrasted with the smaller and softer berries and currants, and also with lemons, limes, grapefruit and oranges—all of which yield a considerable amount of fragrant juice when subjected to light pressure.

The fruity nuance is of considerable importance when one comes to give the final touches to the simulation of blossom fragrances and particularly in modern fantasy compositions, but it is not always easy to decide upon the most suitable fruity inflection to be employed. The term "fruity" is in fact too general to be of practical utility and guidance for specific purposes. It is observed, as with the spices and herbals, that various complementary and supporting groupings are possible, which are more effective than single entities. The following sequence covers the fruity gamut from the coarse and pungent to the milder and more delicate tones:

Group I: Banana-pineapple; apple-pear; peach-apricot.

Group II: Citrus (as lemon-orange); greengage-gooseberry; plum-blackberry.

Group III: Grape-currants; strawberry-raspberry; cherry-mulberry.

The amount required for imparting the requisite light fruity nuance to perfume bases is very small. Reference to the literature upon the flavouring essences indicates the complexity of these compositions, approximately two hundred esters, ethers, aldehydes, ketones, phenones and lactones being employed, the majority of which are outstanding in their aromatic strength and pungency. Consequently, for floral embellishment, considerable skill has to be exercised in order to reduce the blatancy of these compositions to a threshold minimum.

In addition to the allyl and cyclohexanol esters and newer anthranilates, there have been quite a number of complex organic chemicals of flavour importance which have become prominent during the past decade

and some of these, chiefly lactones, are remarkable in containing within themselves tonal qualities hitherto only achieved by admixtures, in small proportions, of a considerable number of materials.

#### The Oenanthic Note

The vinous or cognac fragrance, although particularly useful in fortifying the fruity adjuncts, can without exception be used to embellish any of the other adjuvants and in particular the folial, verdure and herbaceous groups.

The characteristic aroma is based largely upon oenanthic ether and other heptyl esters; simple and substituted aliphatic anthranilates, and particularly phenylethyl anthranilate and phenylethyl pelargonate. Supplementary aid is afforded by many of the caprylates and caprinates, also the di-methyl acetals of hexyl, heptyl and decyl aldehydes, and complex esters such as amyl capryl-caproate, from which many oenanthic shadings can be made, varying in tone, for instance, from vinous-honey to the dry, powdery notes of grapevine leaves, thus returning us to the odours of the folial group, which headed this sequence of non-floral adjuvants.

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<sup>2</sup> Anon, *Manufacturing Chemist*, January, 1939.  
<sup>3</sup> Cerbelaud, R., Bornand, L., Sidi and Vélon. "Formulaire de Parfumerie." Revised, enlarged edition, 1951. Editions Opéra, Paris.  
<sup>4</sup> Nicol, H. *Perfumery and Essential Oil Record*, March 1933; *Manufacturing Chemist*, February 1936.  
<sup>5</sup> Byers, J. R. "New Woody Type Odours," *American Perfumer*, May 1947.  
<sup>6</sup> Bordenca, Carl. *American Perfumer*, January 1947.  
<sup>7</sup> L'Eplattenier, J. J. "Nardenised Oils," *Soap, Perfumery and Cosmetics*, April 1952; Wells, F. V., *ibid.*, November 1951 and August 1952.

### Package Design Elements

PACKAGE design elements that help to sell the product are: (1) a dominating trademark or brand identification, (2) a bold, easily-read product name or attention-getting illustration, (3) an orderly arrangement of all elements so the design directs the order in which the package is read, and (4) good utilization of space on sides and back of the package.—James Nash.

### Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1951 and 1952 and also the collections for the months of 1953 so far issued are given in the table following:

	1953	1952	1951
January	\$13,123,480	\$11,547,853	\$12,255,363
February	13,859,961	14,338,420	12,867,842
March	7,805,077	7,248,879	8,534,569
April	9,236,101	8,218,865	5,746,348
May	9,286,470	9,174,622	9,293,461
June	8,875,000	8,253,649	8,622,275
July	9,996,000	9,357,443	8,901,311
August	5,964,000	8,849,488	10,252,706
September		8,523,241	7,698,854
October		8,439,370	9,365,932
November		7,878,976	8,916,488
December		10,432,117	8,974,245



# How Cosmetic Firms Allocate Advertising Funds



Albert M. Behrens (center left), Coty advertising director, and Jean Despres (center right), Coty executive vice-president, surrounded by advertising agency and association executives, announce their greatly enlarged 1953 newspaper drive.

By

ROGER BARTON

THE PROBLEM of the cosmetic advertiser is to create real sales volume as well as a fashion impression, and it is not an easy one. The lady of the house will take the recommendation of her domestic servant on food, but not on fashion; on coffee, but not on cosmetics. Somehow the impression must be given to the buyer of perfume that her purchase is a rather exclusive one, that the scent she wears is not met on the subway and other common places. Yet the department store buyer wants traffic across his counters, and the corner druggist demands turnover in the items he has stocked.

There seems to be some confusion as to the various advertising categories into which expenditures for lipsticks, perfume, toiletries of various kinds are placed, but there is no confusion in the wording of the Federal Food, Drug, and Cosmetic Act which defines the term cosmetic to mean: "(1) Articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness,

or altering the appearance; and (2) Articles intended for use as a component of any such articles; except that such term shall not include soap."

Desire of people for such items has developed steadily over the years, with the exception of the years of the depression. Naturally, luxury items, in which classification most cosmetics fall, had to be dropped out of budgets pared to the bone, and it took nine years for cosmetic retail sales to recover the volume they enjoyed in 1929. Estimates by the Toilet Goods Association (Table 1) show how sales have increased over the years:

TABLE 1  
Cosmetic Sales

Year	Volume (\$ Thousands)	Year	Volume (\$ Thousands)
1918	103,700	1944	593,000
1923	194,600	1945	711,300
1929	378,400	1948	749,800
1932	288,400	1949	770,800
1938	412,300	1950	840,100
1940	449,900	1951	912,800
1942	481,400	1952	1,004,000

TABLE 2

PERFUMES AND COSMETICS ADVERTISING EXPENDITURES  
IN NATIONAL MEDIA

	Newspapers	Magazines	Broadcast Media
1948	\$6,233,000	\$12,890,002	\$1,955,539
1949	7,440,000	11,532,472	1,428,527
1950	10,339,000	12,258,618	1,592,455
1951	11,470,000	12,284,646	3,266,412
1952	14,624,000	13,128,131	3,173,502

TABLE 3

## PERCENTAGE OF NATIONAL SALES FOR ADVERTISING BY MEDIA

	Newspapers	Magazines	Broadcast Media
1948	0.83 %	1.72 %	0.26 %
1949	0.97	1.50	0.19
1950	1.23	1.46	0.19
1951	1.26	1.40	0.36
1952	1.46	1.31	0.32

TABLE 4\*

COMPARISONS OF ADVERTISING EXPENDITURES  
1948 AND 1952 BY SOME COSMETIC LEADERS

Product	Year	Newspaper	Network Radio	Magazine
Charles of the Ritz	48	\$ ...	\$ ...	\$132,500
	52	...	...	170,465
Arden	48	...	...	332,477
	52	...	...	166,297
Caron	48	...	...	81,075
	52	...	...	100,050
Lanvin	48	...	...	...
	52	755	...	101,417
Guerlain	48	...	...	42,860
	52	43,634	...	110,160
Tangee	48	...	...	104,210
	52	120,400	...	65,010
Hazel Bishop	48	...	...	...
	52	362,928	456,615	52,227
Jules Montenier	48	736	...	10,041
	52	94,026	67,620	236,418
Helene Curtis	48	...	...	236,721
	52	488,377	...	767,910
Matchabelli	48	50,042	...	38,140
	52	56,769	...	20,509
Yardley	48	...	...	855,430
	52	168,631	...	666,653
Bourjois	48	163,920	...	557,022
	52	77,398	...	234,255
Houbigant	48	64,832	...	208,976
	52	29,677	...	337,336
Lucien Lelong	48	...	...	103,145
	52	...	...	89,280
D. Gray Preparations	48	73,803	...	226,650
	52	196,879	...	278,016
Warner-Hudnut	48	196,170	292,707	726,223
	52	892,534	413,380	278,016
H. Rubinstein	48	27,521	...	202,402
	52	874,924	...	127,072
Max Factor Sales Aff.	48	...	...	322,683
	52	...	...	746,307
Campana	48	120,237	469,859	203,269
	52	398,067	164,228	571,851
Tussy	48	...	...	191,370
	52	72,566	...	321,166
Coty	48	183,288	...	410,518
	52	361,175	...	254,658
Frances Denney	48	...	...	...
	52	92,405	...	100,810
Lenthéric	48	...	...	265,251
	52	54,551	...	292,995
Revlon Prod.	48	168,631	...	506,042
	52	466,944	...	517,202
Northam-Warren	48	...	...	425,475
	52	164,695	...	391,598

Cosmetic manufacturers are heavy users of newspapers, although they have been more consistently in magazines than in any other medium. In the six months ended June this year, the perfume and cosmetics classification used 7,845,051 lines in newspapers, according to Media Records figures, compared with 7,512,454 during the comparable period of 1952. Publishers' Information Bureau data show that use of magazines was down 8.1 per cent in the same period, from 999.91 pages to 918.95. Network radio chalked up an amazing gain of 130.1 per cent—from \$374,480 to \$861,585—whereas television dropped 28.9 per cent—from \$2,391,249 to \$1,699,410.

Television has the great merit of demonstration, and no doubt when color TV is available it will have a vast appeal to the cosmetic manufacturers. Magazines have traditionally been able to impart a class appeal, with their fine color engravings and good presswork. Newspapers have the great virtues of being timely and local. This is of particular meaning to the great department stores, where substantial sales of cosmetics are made, but where the items must also be launched into the favor of a fashionable clientele and established into a popularity that may lap over into the less modish retail outlets. So newspapers are used by cosmetic manufacturers to promote their sales in department stores, sometimes through special promotions, sometimes through tie-ins with related items.

Much of this expenditure by advertisers is in co-operative advertising that is not measured by Media Records. These allowances by manufacturers to department stores or other retail outlets are very substantial, but their exact amount is not known. They are of transcendent importance to the department store, however, because they help it to develop traffic for its cosmetic items, and that seems of more immediate importance than building a fashion impression. A recent Crowell-Collier survey reported that 44 per cent of women respondents bought fragrances in drug stores, 36 per cent in department stores.

An analysis of perfume and cosmetics national advertising in newspapers, magazines, and broadcast media (including radio and television), has been compiled by the Bureau of Advertising of the A.N.P.A. Basic newspaper advertising data are supplied by Media Records, Inc., other media advertising data by Publishers Information Bureau (Table 2).

The upsurge in expenditures in broadcast media after 1950 shows the influence of television, for there were no expenditures in this classification in network television until that year. Here the pattern that is seen in other fields, notably in the field of soaps and deter-

\* 1952 television network expenditures: Hazel Bishop, \$767,583; Jules Montenier, \$1,073,955; Helene Curtis, \$126,220; Warner-Hudnut, \$213,906. None of these allocated any funds for network television in 1948.

gents, is repeated. Advertisers have not cut down their expenditures in either newspapers or magazines to provide additional appropriations that will allow them to use television, but have instead appropriated additional funds. This is a trend that was forecast when the future of television was discussed in the late Forties. It is obvious, also, that newspaper advertising revenue has more than doubled in the past five years.

The percentage of national sales volume represented by expenditures for advertising in the various media is shown in Table 3.

A comparison of expenditures, for advertising by some leading cosmetic manufacturers for the years 1948 and 1952 is seen in Table 4.

### Grasse Market Situation

(From our Grasse, France, Correspondent)

IN our previous bulletin of information, which appeared in the month of July, we expressed a certain amount of pessimism on the subject of the market for natural aromatic products (floral oils), and principally on the future of our perfumery plant and flower fields. The events since that time have unfortunately confirmed our fears, insofar as the three principal harvests are concerned.

The May harvests opened under a bad omen. For the orange flower, the results have been equally disastrous for the producers as for the commercial users of Grasse and its environs. On the eve of the harvest, there was still an unsold stock of upward of 500 kilos of oil of neroli from the 1952 campaign, out of a floral production estimated to be one million kilos of flowers.

Supposing, then, that the needs of perfumery had permitted the sale of one-half of the oil produced, the other half has increased the existing stock, with no outlook for early disposal—a catastrophic situation for the producers who envisage the possibility of having no harvest at all in 1954, in case the situation should not improve and they should not be able to see the stocks of the two last harvests exhausted, which would of course clean up the market. Various solutions have been proposed to try to invigorate the market for this oil. True, they have been considered inapplicable; notably, a proposal which would consist of forcing the use of a minimum of oil of neroli by all French manufacturers of eau de cologne. The remedy can be worse than the disease. The producers forget, no doubt, that a similar measure imposed some years ago on the sale of orange flower water resulted in a very serious diminution in the consumption of this aromatic water which now finds an outlet only with difficulty.

The sale of eau de cologne, which is now almost a luxury product at its present price, would in no way be helped by a measure which would tend to increase that price to a still higher point.

As far as the price of the flower is concerned, it has been fixed at 153 French francs per kilo, delivered to the distillers, and thus it is within a trifle of the 1952 price. Because of this, oil of neroli has undergone little change.

Turning to the rose, the product which has hitherto

always found a ready market, this oil is also meeting certain difficulties, due to the apathetic situation in the business world. The Grasse harvest is sufficient to cover the needs of perfumery, but there remains the North African production, which will be placed with ease only if new demands arise to aid the market.

The price of this flower has been fixed at 225 French francs per kilo, delivered to the factory, whereas the producers demanded 250 francs. The harvest which has just been made was under rather good climatic conditions, but was of a quite short duration.

The jasmin harvest likewise opened under a rather bad sign. There are rather sizable stocks, both in the cooperatives and in the G.I.F.P.A. group, and the lack of sales may continue for some time to come.

The rose and jasmin absolutes and the oil of neroli are most frequently used in high-class perfumery, and each perfumer would like to use more of these materials is the selling price, particularly after the last war, had not risen to a level so fantastic that their use must be limited to a very large extent.

Thus Grasse is now going through a serious crisis in the sale of these floral products.

If precautions are not taken, the synthetic products, which are now used as partial replacements to reduce the costs of the natural oils, will end by completely replacing the naturals. It will be the great merit of the research laboratories, who are working so persistently to accomplish this end, while at the same time Grasse, resting comfortably on her century-old laurels as world-wide supplier of perfumery, each day sees the further disappearance, one by one, of many small jewels from her crown, while nothing is done to maintain her envied production.

Let us mention, in conclusion, that the export of essential oils from France rose in 1952 to the figure of 6,616,448,000 francs, not including the overseas French lands.

What estimates should include is an estimate of how much more it will cost than the estimate.—*The Item.*



"Washington charges our all-purpose cream is restraint of trade!"

## Housewives Held Most Prone To Skin Diseases of Hands

BEING "just a housewife" can be a dangerous occupation—one of the most dangerous, in fact, as far as skin disturbances of the hands are concerned.

Dermatitis of the hands gives rise to an immense amount of suffering and constitutes about nine per cent of the daily medical endeavor of a practicing dermatologist, it was stated by Dr. Richard L. Sutton Jr., Kansas City, Mo., and Dr. Samuel Ayres Jr., Los Angeles.

"The usual patient is a young matron, who must keep house, cook, wash dishes, do the laundry, raise her children, and hold her husband; who can ill afford to sustain the misery of manual disability and whose occupation is inherently one of the most hazardous with which the dermatologist commonly has to deal," the doctors wrote in the current *Archives of Dermatology and Syphilology*, published by the American Medical Association.

Causes of inflammatory skin conditions of the hands are numerous, and to effect a cure it may be necessary to eliminate more than one condition, according to the doctors, who added:

"The skin as a whole is the dividing line between the person and his environment. It combines the features of a barrier, an adaptive mechanism, and a sensory organ—a great deal is asked of it, so to speak.

"The skin of the hands is exposed to the potentiality of diseases provoked by heat, cold, light, moisture, irritant chemicals, sensitizing chemicals, and pathogenic organisms to a degree over and above other skin. It is subject additionally to all the diseases of internal origin that skin is elsewhere, and the hands are especially subject, being special tactile organs, to psychosomatic disturbances."

There are many mechanisms provoking inflammatory skin disease of the hands, the doctors pointed out:

1. Injury of all kinds, including friction, heat, cold, moisture, soaking, radiation and scratching.
2. Contactant injury by such primary irritants as soap, detergents, polishes and cleansers.
3. Contactant injury by such sensitizers as nickel, rubber or plastic handles, rubber hose, and kitchen-knife handles which provoke itching, redness and the formation of blisters when the skin is even lightly touched.
4. Allergic reactions to ingested, inhaled or injected foods or chemicals.
5. Locally invasive parasites including viruses, bacteria and fungi, as well as animal parasites.
6. An infection in another part of the body.
7. Nervous, mental or psychiatric abnormalities, including anxiety, scratching and self-mutilation.
8. Cutaneous changes due to nutritional deficiencies, metabolic defects and hormonal imbalances.
9. "Lowered resistance" of the individual, rendering the skin susceptible to inflammation or infection.
10. Combinations of these mechanisms.

"Dermatitis of the hands is not often due entirely to one mechanism," the doctors stated. "It is seldom a simple thing etiologically, and, in the study of any case, the person as a whole and his environment as a physiochemical and sociobiologic complex may have

to be taken into account. It is the physician's job to create the optimum circumstances which favor healing, and that is all he can do."

Necessary factors to be taken into consideration to effect a cure of skin disturbances of the hands were outlined by the doctors:

1. No physical agencies or excessive nervous mobility or scratching should interfere with healing. The patient must have rest, relaxation and quiet. Use of stimulants such as coffee, tea and the cola drinks should be severely restricted.

2. No chemical likely to irritate the skin should touch the hands. Only water, cotton, linen and carefully selected, rarely irritating medicines should be used.

3. Coccic parasites should be eliminated by means of non-irritating drugs.

4. Infections in other parts of the body should be eliminated through use of antibiotics.

5. Optimum capacity to heal should be promoted in the patient himself by adequate vitamin and protein nutrition.

6. Possibility of food allergy investigated.

7. X-ray therapy used only when absolutely needed.

Dr. Sutton is professor and chairman of the department of dermatology and syphilology, University of Kansas Medical Center, Kansas City, Kansas. Dr. Ayres is emeritus professor of dermatology and syphilology, College of Medical Evangelists, Loma Linda, Calif., and Los Angeles.

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## On Hiring Employees

ACCORDING to Donald Laird, the psychologist, there are employers who will decide whether to hire employees by using the following procedures:

1. Ask for a pencil. If the person being interviewed cannot produce one instantly without fumbling, he is unsystematic.

2. Drop a pencil. If the interviewee picks it up he is the helpful type. If he does not, he is not worth hiring.

3. Tell the interviewee to hang up his hat and sit down where there is no place to hang the hat and no place to sit. This tests his self-reliance.

4. Ask the interviewee what he had for dinner last Sunday. If he can answer immediately, he has a good memory.

---

## Public Relations

PROMOTING a company's prestige through a sales organization's policies and practices lies completely in the field of public relations, specifically in that part called customer relations. Good public relations may be initially defined as an effort to create and maintain favorable attitudes toward a company and its products on the part of the public. In the final analysis, public relations activities are the implementation of sales promotion. Advertising, product publicity, cultivation of customer good will are all merely techniques of the practice of public relations and all have the direct objective of selling goods. The salesman is the channel of communications between management and the most important part of its business—the customer.—*John D. Fennesbresque.*





# SHEFFIELD TUBES

**Selected for VO<sup>5</sup>**—Here are three characteristic symbols of good grooming:

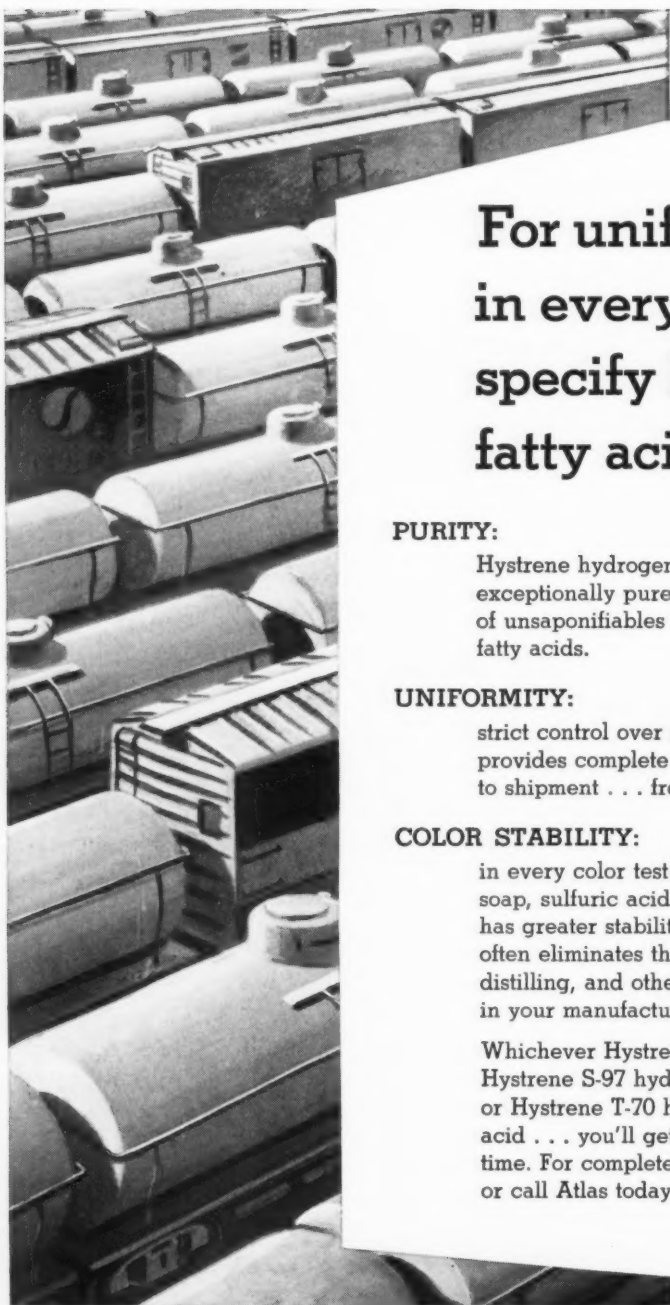
The barber pole...VO<sup>5</sup>, a superb hair and scalp conditioner and a favorite of American men, women, and children...and Sheffield collapsible tubes, the choice of discerning manufacturers the world over.

Package your products in *Sheffield Process* collapsible tubes. Rugged, lightweight, they're the result of generations of tube-making experience. You'll enjoy economies in shipping and storage. And for merchandisers of new products, we offer you a complete tube-packaging and tube-filling service for your convenience. *Call on your nearest Sheffield representative today for fast quotations, tube samples, and free tube catalog.*

## THE SHEFFIELD TUBE CORPORATION

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## For uniform purity in every shipment... specify **HYSTRENE**<sup>®</sup> fatty acids

### PURITY:

Hystrene hydrogenated fatty acids are exceptionally pure . . . have lower percentages of unsaponifiables and unsaturates than other fatty acids.

### UNIFORMITY:

strict control over manufacturing methods provides complete uniformity from shipment to shipment . . . from bag to bag.

### COLOR STABILITY:

in every color test—heat exposure, potassium soap, sulfuric acid—you'll find that Hystrene has greater stability. This more stable color often eliminates the need for bleaching, distilling, and other color-improving processes in your manufacturing operations.

Whichever Hystrene type you use . . . Hystrene S-97 hydrogenated soya fatty acid, or Hystrene T-70 hydrogenated tallow fatty acid . . . you'll get the utmost in quality every time. For complete technical details, write or call Atlas today.

### HYSTRENE SPECIFICATIONS

	HYSTRENE T-70	HYSTRENE S-97
Titer (Average °C.)	61.5-62.5	65.5-66.5
Iodine Value (Wijs)	0.5 Max.	0.8 Max.
Unsaponifiables (%)	0.15 Max.	0.25 Max.
Color (Lovibond, 5¼" Cell)	2Y-0.4R Max.	3Y-0.7R Max.
Free Fatty Acid (as stearic—%)	100.5-102.5	100.0-101
Acid No. (Average)	198-202	196-200
Saponification No. (Average)	200-204	199-202

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# Ten Tips to Help Insure Good Results in Emulsion Formulation\*

**T**HE FOLLOWING across-the-board application tips are another addition to the growing reservoir of orderly, ready-to-use information which can give the formulator a healthy push in the right direction when he sets out to build an emulsion.

(1) Use of emulsifier blends—Proper balance of the oil-loving and water-loving groups within the emulsifier molecule must be obtained to achieve emulsion stability. Although single emulsifiers are sometimes used, blends of emulsifiers can frequently supply the proper ratio more efficiently. Representative of emulsifier types most commonly used in blends are sorbitan fatty acid esters combined with their polyoxyethylene derivatives. The former products tend to be oil soluble, but dispersible or insoluble in water, while the latter are soluble or dispersible in water.

In working with these blends, it is suggested that reference be made to a method of selection known as the HLB system—a method of matching the emulsifier with the job it is required to do in the emulsion.

(2) Method of adding emulsifiers to formula—When using a combination of emulsifiers at fairly high concentrations to get oil-in-water (O/W) emulsions, best results are usually obtained if the emulsifier is dispersed in the oil phase and the water is slowly added to the mixture to the inversion point (W/O to O/W), then added more rapidly.

When very little emulsifier is used, it is best to add the oil and emulsifier to the water in a pre-mix and then to homogenize the coarse emulsion.

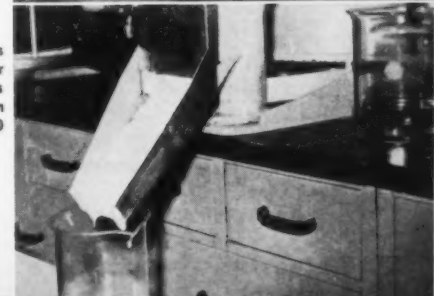
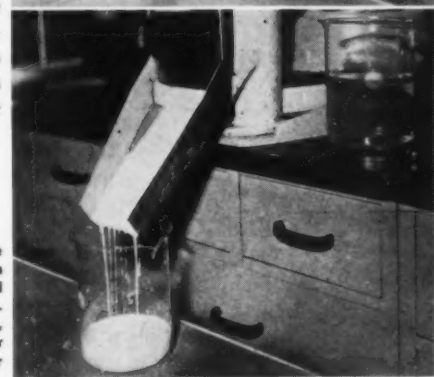
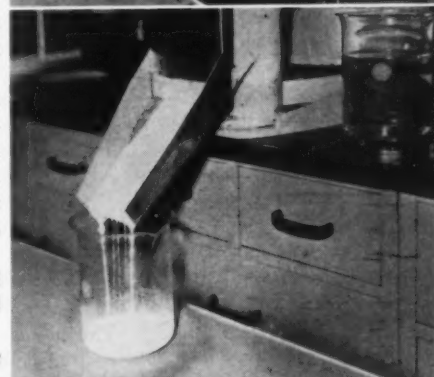
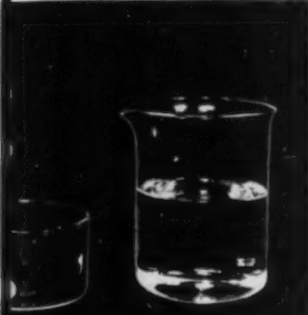
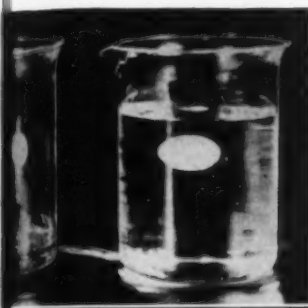
(3) Temperature of oil and aqueous phases—The temperature of the oil phase and the aqueous phase should be approximately the same at the time of emulsification. To allow for cooling during addition, it is best to have the phase to be added about two degrees warmer than the other phase. If waxes are a part of the

\*Courtesy of Atlas Powder Co.

## Controlling Viscosity of Emulsions (See Tip No. 9)

Left: Viscosity may be raised by increasing the proportion of the internal phase. The five photographs in Series A show the increase in viscosity as 400 cc. of water is added to 100 cc. of a mixture of oil and emulsifier (Photo No. 1) to form a water-in-oil (W/O) emulsion. As 25, 50, 75 and 100 per cent of the water is added (Photo Nos. 2, 3, 4 and 5 respectively), mechanical crowding of the growing number of water particles dispersed in the oil brings on higher and higher viscosity.

Right: And the converse is shown by the five photographs in Series B. When 3000 cc. of oil are added to 300 cc. of water-emulsifier mixture (Photo No. 6) to make an oil-in-water (O/W) emulsion, it is increased crowding of the dispersed oil phase that causes a rise in viscosity as each 750 cc. portion of oil is added (Photo Nos. 7 to 10 respectively; photo No. 10 appears on page 355).



## When a man's a lady's man



## Norda helps

The fathers of many a little shaver owe quite a debt to NORDA. Some of the most popular men's toiletries are made with NORDA scents and odors.

The ladies, of course, have depended for years and years on cosmetic and beauty preparations made more alluring by NORDA fragrances, shades, and colors. As you probably know, NORDA research and achievements have made it possible for many leading makers of perfumes, colognes, lotions, lipsticks, powders—all cos-

metics—to create some of their outstanding successes.

NORDA makes good scents. NORDA is known for that honest statement. *NORDA was the first ever to talk sales scents with you.* So talk over your problems with NORDA. Send for NORDA samples and test them. Won't you do it today?

## Norda

ESSENTIAL OIL & CHEMICAL COMPANY, INC.  
601 West 26th Street, New York 1, N. Y.

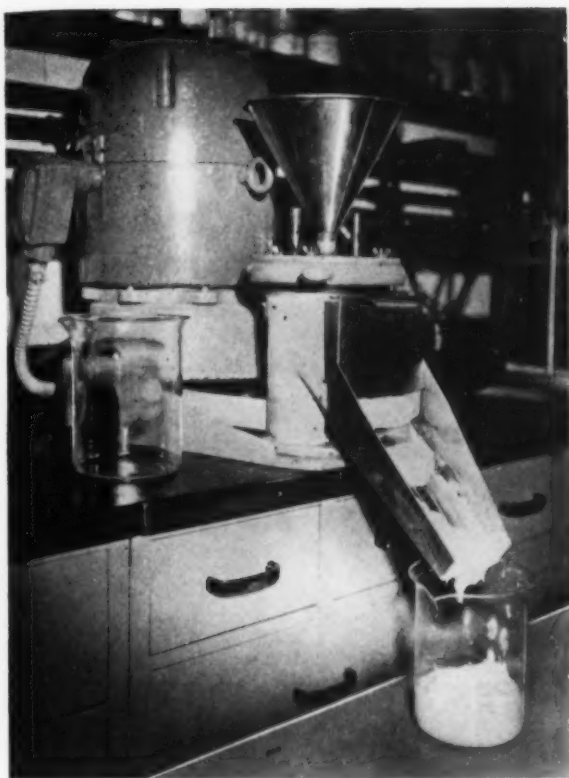
*Always remember -  
never forget*



*Norda makes good scents*

CHICAGO • LOS ANGELES • SAN FRANCISCO • ST. PAUL • DALLAS • MONTREAL • TORONTO • HAVANA • LONDON • PARIS • GRASSE





Series B, photo No. 10.

oil phase the temperature should be at least 10 deg. F. higher than the melting point of the wax.

(4) Melting oil phase ingredients—When the ingredients of the oil phase must be melted, heating of the batch should be done without local overheating. Use of jacketed equipment is good practice.

(5) Making O/W soap type emulsions—If the emulsion is to be O/W soap type with the soap formed "in situ," the best method is to add the alkali in solution to the melted oil phase containing the fatty acid to be saponified. In this manner the soap content or emulsifier content is increased gradually as the water is added, and a smoother emulsion will result.

(6) Making W/O emulsions—It is best to add water to the mixture of oil and emulsifier, and then to homogenize the emulsion. Homogenization may not be necessary if a small amount of a hydrophilic emulsifier is used in addition to the strong W/O emulsifier.

(7) Avoiding air entrapment in emulsion—If air is trapped in the emulsion, stability may be greatly reduced because the emulsifier tends to migrate to the liquid-air interface instead of remaining at the oil-water interface.

The most common cause of the incorporation of unwanted air in an emulsion is vortex formation, which can be easily seen on the surface of an emulsion during preparation. The vortex can be easily eliminated by providing an inexpensive metal or wood baffle in the mixing vessel.

(8) Use of preservatives and anti-oxidants—These should be added to emulsion-type products because sterile conditions cannot usually be maintained

throughout manufacture and use. When vegetable oils are used, the use of an anti-oxidant is suggested. An anti-oxidant or preservative manufacturer should be asked for recommendations for specific problems.

(9) Controlling viscosity of the emulsions—Viscosity may be altered in several ways. If the viscosity is too high, the proportion of external phase may be increased, or the viscosity of the external phase may be decreased. Sometimes the addition of a hydrophilic surface active agent will promote decrease in viscosity. Viscosity may be raised by adding thickeners to the external phase, by increasing the proportion of the internal phase, by including such higher melting components as solid fatty acids and solid fatty alcohols in the internal phase or by incorporating air as a third phase.

(10) Source of formulation ingredients—Avoid variations in the source of raw materials. Even seemingly unimportant changes can easily upset the stability or another important characteristic of an established formula. For instance, seasonal changes in local water supply or changes in the source of supply of the ingredients or in preparation conditions can have disappointing results.

### The Fellow Who Has to Be Shown

THE fellow who has to be shown is the most exasperating creature in the world. He asks the most embarrassing questions. When you have answered them, you can never tell from the faraway look in his eyes and the immobile cast of countenance whether the answer has satisfied him or not.

In fact, he is never satisfied. One question breeds another in endless procession. He is the human interrogation point.

But of all the kinds of people we have dealt with, and they have been many and varied, we'll still take the fellow who has to be shown. We'll take him a thousand times over against the guy who nods and smiles and agrees with everything you say and then writes you a month or so afterwards that while fully convinced of the merits of your case he has decided otherwise.

Once the fellow who has to be shown is sold, he is sold for keeps, because *he has sold himself*.

True conviction begins in doubt, and only as doubts are dispelled is conviction established.

To the salesman who knows his stuff and who has full conviction in the thing he has to sell, the fellow who has to be shown spells Golden Opportunity.

In contrast with the fellow who has to be shown are three all too numerous types. There are the lazy-minded, who ask no questions and therefore get no answers. The ignorant who are in deadly fear that questions may betray their ignorance. Finally the arrogant who are possessed of all the answers and therefore need no questions.

There's one thing for sure, and that is that the fellow who has to be shown is deadly in earnest. He isn't fooling. He's humble enough to admit that he doesn't know all the answers, alert enough to ask the necessary questions, and usually decisive once he has found out what he needs to know.—R. O. Eastman.

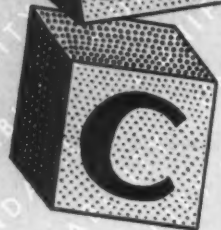
# Now Is The Time To Think of You



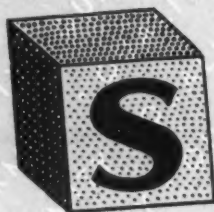
**bsorption**



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Now is the peak demand for dry skin preparations. The right lanolin absorption base is essential for a cream that protects against sun and wind: that furnishes both oil and moisture to the skin. PROTEGIN X and ISO-LAN are self-emulsifying, easy to use, compatible with normal human skin. Creams made with these oxycholesterin absorption bases are unusually rich and will not dry out. PROTEGIN X and ISO-LAN form stable emulsions and are widely used in Dry Skin Creams, Heavy Overnight Creams, Lip Pomades, Hormone Creams, Chapped Hand Creams, Chest Rubs and other Medicated Ointments. Information available upon request.

## **Protegin X . . . . . Iso-lan**

Other Dependable Goldschmidt Products Include

Tegin Emulsifiers . . . Tegosept Preservatives . . . Gallate Antioxidants

# **G O L D S C H M I D T**

**C H E M I C A L C O R P O R A T I O N**

**153 Waverly Place, New York 14, N. Y.**

**SERVING INDUSTRY FOR A QUARTER CENTURY**

**SALES REPRESENTATIVES**

**BOSTON • CHICAGO • LOS ANGELES • ST. LOUIS • MONTREAL • TORONTO**

# NEW PACKAGING and PROMOTIONS



Corday's "Golden Gate" perfume flacon

CORDAY's holiday gift packages include a "Golden Gate" French brocade pouch holding an one-dram non-spill Fame perfume flacon. The pouch has enough room left for change. It sells for \$3.

TUSSY COSMETIQUES will introduce Youngtime Pink, a soft pale pink lipstick for teen-agers, in January 1954. To be available in both regular and Permastick formulas, it will retail for \$1.

COLGATE-PALMOLIVE has unveiled a new premium technique: the customer buys the premium—a plastic doll—and receives the product—a box of Fab. An array of eight dolls, each representing an American woman well-known in history, will make up an "Album of Americana." The deal costs 98 cents.

BOBBI COSMETIC is promoting its Bobbi Pin-Curl Home Permanent with a series of print ads featuring the Florentine cut, currently running in leading national magazines. This schedule is supplemented by an extensive radio and television spot campaign.

PYRAMID PRODUCTS has test marketed a new cosmetic, called Pyramid Skin Softener, in the Long Beach, Cal., area. Distribution in 11 western states is being considered, with national marketing as the ultimate goal. The product is described as made from scoria

stone, of the pumice family, and is said to be an old Indian remedy for skin blemishes and treatment for corns and calluses.

LILT's Party Curl home permanent for children's hair is featured on a Goodstick transparent self-adhering sign for placing against store window panes.

BOTANY MILLS is packaging its Lanolin Lotion in a holiday gift package of shiny gold "Gair-Reynolds Foiline, which forms a candlestick folding carton base for the bottle. The bottle is trimmed with a foam-plastic candle top. By removing the



Candlestick package

carton, the product can be placed with regular stock.

PEPSODENT offers a regular 59 cent toothbrush free with the purchase of any economy tube of Pepsodent White toothpaste.

COLGATE-PALMOLIVE and "Vaseline" toiletries have completed a 30-day promotion consisting of full-page, full-color advertisements in *Life* magazine and point-of-purchase materials, stressing the economy of buying giant sizes. Eight products

were featured: Colgate Dental Cream, Lustre-Cream Shampoo, Rapid Shave, "Vaseline" Hair Tonic, Halo Shampoo, Lustre-Creme Lotion Shampoo, Colgate Chlorophyll Toothpaste and "Vaseline" Cream Hair Tonic. More than 1,000 retailers were winners in a nation-wide "Big Pay-Off" Display Contest.

PUREPAC CORP. offers Anti-Enzyme Mouth Wash.

HARRIET HUBBARD AYER offers Apricot Cream, a cleansing cream which is also said to serve as night cream and foundation. Retail prices are: tube, \$1; 3 3/4 oz. jar, \$1.25; 9 oz. jar, \$2.50; and 16 oz. jar, \$4.

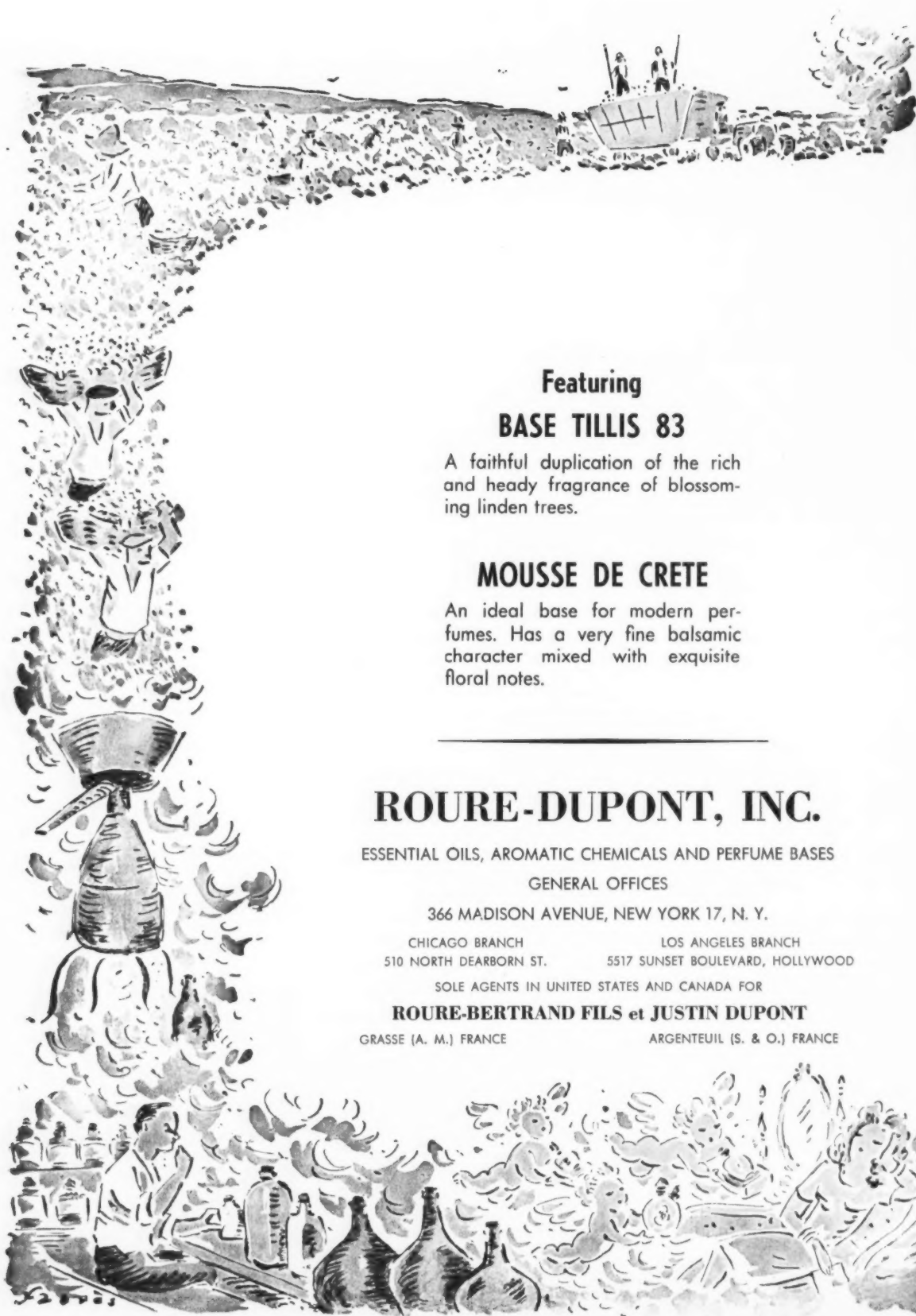
GOURIELLI's new fragrance series, "Fourth Dimension," is being featured in double page spreads in the November and December issues of *Vogue* and *Harper's Bazaar*. The line is first in a series of new perfumes to be launched by Gourielli in the coming year.

DOROTHY GRAY's new Hormone Treatment Set contains Cellogen Hormone Cream, for night-time use; Cellogen Hormone Lotion, for under make-up use during the day; and Sheer Velvet Film with Hormones, a tinted foundation in any of five skin-tones. The cream and the lotion contain 10,000 I.U.'s per ounce. The blue and white gift box with mirrored lid sells for \$6.



Dorothy Gray gift box





### Featuring

### BASE TILLIS 83

A faithful duplication of the rich and heady fragrance of blossoming linden trees.

### MOUSSE DE CRETE

An ideal base for modern perfumes. Has a very fine balsamic character mixed with exquisite floral notes.

## ROURE-DUPONT, INC.

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GRASSE (A. M.) FRANCE

ARGENTEUIL (S. & O.) FRANCE





Children's package

HOUSE OF HAWICK, division of Cort-Livingston, Inc., is introducing a new children's bath powder. It is packaged in a yellow, blue, black and magenta on white field metal-end paper canister.

COLGATE's Lustre-Creme Shampoo is being promoted via a Starlet Doll premium. Under the limited time offer any purchaser of the shampoo may send for the doll by mailing its carton, jar label, or lotion bottle collar, as the case may be, plus one dollar. The doll is evaluated at \$3. It has blonde hair which can be shampooed, blue eyes which open and close, and it is dressed in hostess gown and panties. It comes complete with three miniature Vogue patterns for making a dress, coat and nightgown, plus a folder giving full shampooing instructions.

AVON PRODUCTS is pushing its cosmetics line in an eight-page four-color section in the November issue of *Coronet*.

REVLON introduces Waking Beauty, a night cream treatment it especially recommends for dry skin. It contains vitamins A, D and E. It sells for \$3.50 and \$6; with hormones it retails for \$4 and \$7.

HELENA RUBINSTEIN presents a series of stocking stuffers for Christmas fit for hanging on the tree. Perfume, cologne, sachet pillow, hand lotion, shaker talc, perfumed foam bath, body powder, compact and lipstick sets are all represented at prices ranging from \$1.25 to \$7.50.

LADY ESTHER, LTD., co-sponsor of the NBC Ezio Pinza television show on Saturday evenings, has arranged playing of South Pacific records in key stores to attract attention to mass displays of the 98 cent Four

Purpose Face Cream Special and Hormone Cream, featured on the show. Streamers, window and counter cards are also being used. Sales manager Milton Samuels claims that sales have already doubled those of last year.

REVLON offers Aquamarine Hair dressing, a water-soluble liquid creme hair dressing in its Aquamarine fragrance containing a lanolin derivative it calls "Lanolite." It sells for \$1.10.

HELENA RUBINSTEIN's art director, Eric de Kolb, won the top award and all honorable mentions in the self-service cosmetic packages category of the annual competition of the Package Designers Council.



Rubinstein prize-winner

The top winner was Rubinstein's Lucky Draw Perfume carton; honorable mentions were gained by Rubinstein's Perfumed Bath Salts, Jewel Tassel Perfumes, and Gourielli's Tang Men's Toiletries.

NATONE CO. will market a new Lip Life TV lipstick in a single "Mystery" shade.

RICHARD HUDNUT presents DuBarry Jeweled Treasure Stick, the DuBarry lipstick in a golden lucite-based case capped with mock jewel in simulated diamond, emerald, sapphire, or ruby jewel-toppings. The sticks come in any of six shades, at \$1.50 each.



DuBarry Jeweled Treasure Stick

ESTEE LAUDER introduces Youth-Dew Facial Kit at \$10.

DOROTHY GRAY is marketing Hose-metics, a leg lotion, at \$1 per six ounces.

OGILVIE SISTERS introduces its Creme Set in a modified version, containing lanolin, called "Lanallure" Creme Set. It won't replace the regular Creme Set.

ANATOLE ROBBINS has added Nyl-ressi, a "day and night moisture oil" with vitamins, to its Countess Isserlyn line. It sells for \$6 per 2 ozs., \$10 per 4 ozs.

BOTANY MILLS uses a special removable Christmas sleeve to make a holiday package of its Lanolin Soap. The sleeve, made by the Robert Gair Co., Inc., is made of shiny green Gair-Reynolds Foilene imprinted Season's Greetings.

PERFUME DISTRIBUTORS, INC. is re-introducing Rigaud's "Un Air Embaume" perfume and cologne, with full-page advertising in fashion publications scheduled through



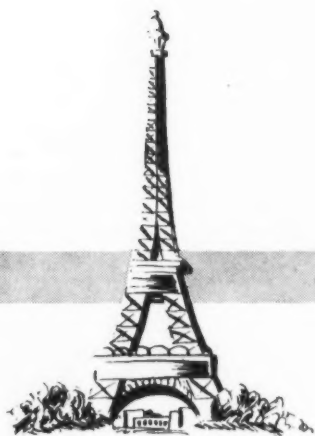
Rigaud perfume bottle

Fred Gardner Co., New York. It comes in a Lalique frosted flask.

DOROTHY GRAY is launching Satura Moisture Cream, with national newspaper advertising, cooperative advertising, and store promotion. The hormone containing cream is claimed to retard skin surface evaporation. Two ounces sell for \$3.50.

BURMA VITA CO. has introduced its new 10 oz. Burma Shave Bomb aerosol in Chicago, using newspaper advertising, window displays, posters, and a spot television campaign.

Imported  
from  
France



*For the first time...*  
**Butane Extracted Oils**  
derived from  
**NATURAL MUGUET**  
and **LILAC**

Now—at last—your Muguet and Lilac perfumes can contain the *Natural* Muguet and Lilac oils.

These oils—extracted by our exclusive Butaflor Process—have the *body* of the *natural* flower.

Why not write us for samples and full details about our new ISO BUTAFLOR MUGUET AND ISO BUTAFLOR LILAC



**P. Robertet & Cie, GRASSE, FRANCE**

New York Office: P. ROBERTET, Inc. • 125 East 23rd Street, New York 10

LENTHERIC has provided newly designed omnibus cartons for its line of men's toiletries, capable of holding any of the several different products in the line, comprising cologne, after shave and hair lotions. No product name appears on the cartons: the window reveals the label of the contents. The carton has a four-color fox hunter on horseback motif.

ELIZABETH ARDEN offers a "Get-Acquainted" size of its Basic Sheen cream at \$1.75, or \$2 for the cream containing hormones, as a two-week event. Regular sizes retail for \$5 and \$6.50 respectively.

REVLON's new nail polish is *Cherries in the Snow*. The paper canister bears a four-color process label.

THE ODELL CO., Inc. is distributing Trol Trio Gift Packages, consisting of travel-size bottles of Trol Hair Tonic, After Shave Freshener, and Dandruff Remover Shampoo. The



Trol Trio gift package

die-cut, gold foil carton is enclosed in a decorative sleeve.

COLGATE-PALMOLIVE-PEET CO. is introducing a series of three "Palmolive for Men" Christmas gift packages. Each contains a De Luxe size bottle of After Shave Lotion and either Brushless, Lather, or Rapid Shave, an aerosol lather. Each box retails for \$1.79.

DOROTHY GRAY's Double-Up Beauty Buy features the regular \$2.50, 2 oz. size of Cellogen Hormone Lotion, for use under make-up, and a 1 oz., \$1 size jar of Cellogen Hormone Cream together for \$2.50. They come in a blue and white box that is also a self-display carton.

MAX FACTOR is distributing a loose-leaf book for use as visual demonstration, salesclerk-trainer, and counter display. Folded open and braced to form an easel, it tells the customer how to use, in most cases, a single Factor product on a single page. Meanwhile, it gives the salesclerk tested selling phrases, related items for combination sales,

special recommendations, and shade charts on the back.

ABBOTT's Covicone Cream, described as a plasticized combination of silicone, nitrocellulose and castor oil, is said to withstand washing, and is intended for industrial dermatoses and contact allergies. It comes in one ounce tubes and one pound jars.

PARK & TILFORD, to facilitate self-service selling, is distributing a green and gold product-holding display card for Wild Harvest Perfume. The 41 cent perfume was previously encased in a box.

REVLON's sets of three lipsticks wrapped in velour pouches are displayed on a vacuum formed dome, molded in Styron, and held in position by a cardboard base. The display, said to be low in cost, holds twelve sets. The reverse background bears four color process reproductions of the product and is mounted to board and die-cut for emphasis.

COLGATE-PALMOLIVE has launched a nine ounce bottle, featuring a new pump dispenser, of Cashmere Bouquet Hand Lotion, which has also been given a new fragrance. The 69 cent bottle is backed by tele-



Lotion dispenser

vision, radio and magazine advertising through November 25.

LENTHERIC, INC. introduces a non-cosmetic hand lotion—which means no federal tax—containing silicones. Described as non-greasy, and looking like cologne, it is said to repel water, protecting hands from dry-



Non-cosmetic hand lotion

ing effects such as those of detergents. The silicones are said not to clog the pores. In a three-ounce, oval glass bottle, containing enough for 80 to 100 applications, according to the manufacturer, it sells for \$1. A newspaper and magazine advertising campaign has been scheduled.

ZONITE PRODUCTS CORP. is starting the first sales of an all-glass aerosol package with a two ounce Jasmin cologne bottle. Neither enclosed in a fiber and metal cover, nor dipped in plastic, the Wheaton Glass Co. bottle is made of frosted glass with silk-screened labeling. A plastic cap covers the plastic valve which yields a spray meeting current Interstate Commerce Commission rules. Pressure ranges from nine to eleven pounds. The bottle is packaged in an open face carton.

HARRIET HUBBARD AYER is promoting its make-up line through a new make-up technique employing rubber sponges. A package of five sponges, in assorted sizes, together in a cellophane envelope with an instruction booklet, sells for 50 cents.

ELIZABETH ARDEN introduces Ardena Astringent Cream, claimed to be a softening and non-drying pore-reducing help and an aid in firming surface contours. Through September 30 it is offered in a special package with a 2 oz. gift bottle of Skin Lotion at no extra charge. The cream sells for \$2 per 1 1/2 oz. jar, for \$3.75 in a 4 oz. one.



# **GAIR**

## **develops new cosmetic carton**

### **LAMINATED ACETATE GIVES ADDED SPARKLE TO GOURIELLI PACKAGES**

This new type of folding carton, used by Gourielli for its men's toiletries, is bringing a striking style note to cosmetic and drug counters.

Perhaps Gair can help make your package a dramatic standout on counters . . . on shelves . . . in window displays. Our packaging engineers and designers will be glad to talk over your particular carton needs.

*Write for Folding Carton Brochure*



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## The Editorial - "WE"

### Federal Sales Tax Should Be Avoided

EVERYONE likes government, but no one likes the taxes that make government possible. Everyone wants reductions in the huge federal budget, but no one wants to see a weakening of the armed forces, less efficient postal delivery systems, or less frequent and less complete business and population censuses. We are fully aware of the ease with which vested interests can, with irresponsible abandon, oppose any and all taxes that will hurt their purse strings. Yet, it is our feeling that the nation as a whole, men of both major parties, businessmen, workers, professionals, and consumers—are we not all consumers?—should oppose a sales tax levied by the federal government. By direct imposition at the consumer level, such a tax could not but reduce buying, particularly of commodities other than the absolute necessities. Furthermore, such a tax would play havoc with the various state and municipal budgets; for many communities are largely dependent at this time on local sales taxes. To place a federal impost on top of the state or local one might be suicidal for retail business, and to compel the local legislative bodies to repeal their own tax laws and find new sources of revenue would be impossible. Most of the communities would not be coerced, and those that were

would be driven to the point of bankruptcy.

### Market Research Role Is Clearly Defined

THE part played by market research in aiding in the development of a new product, in selecting its name, its fragrance, the best possible package, the price at which it will bring the optimum return—this is a role well known and widely employed in the cosmetic and related industries. It is therefore refreshing to hear another viewpoint brought forth by Richard L. Hull, marketing research manager of Smith, Kline & French, who told the recent sessions of the American Chemical Society that market research must serve to prevent a certain number of new products "from ever being developed, or, failing that, to prevent them from reaching the market." The launching of a new product that merely duplicates a competitive one, and perhaps is not even as good; or the introduction of a product that is overpriced, poorly packaged, or lacking in the elegance demanded by the consumer—these are failures which can be disastrous to a company. The conception of market research as a force preventing such errors is a dynamic one; it can broaden the horizons of the market investigator and can offer a firm greater assurance against severe errors.

### Cosmetic Chemists Honor Dr. Klarmann

ANNOUNCEMENT has just been made that the Society of Cosmetic Chemists has chosen Dr. Emil Klarmann to receive its coveted medal award as a tribute to his contribution to the development of this science and industry. The medalist was chosen unanimously by the committee and, we dare suggest, there would have been well-nigh unanimity had the entire membership of the Society been asked to decide upon a recipient for this award; for the name of Dr. Klarmann is known to all those who have followed the technical advances in the fields of deodorants, sunscreens, and other cosmetics, and to those who have been gratified by the close relationship that has developed during recent years between the cosmetic chemist and the dermatologist. If cosmetics are more widely used and are less frequently under attack, it is this relationship between a domain of medicine and a domain of chemistry that is largely responsible. And surely no man has worked so diligently, and so successfully, to bring together these separate and often divergent fields as this year's medalist. We offer our congratulations, not merely with enthusiasm, but with pride that it was in our pages, as well as those of many other journals, that some of the work of this brilliant researcher was disclosed and described.

### Searching for Trends In Cosmetic Survey

WE have recently had occasion, in a longer article, to comment on a comprehensive survey of the cosmetic buying habits of the American family. Other surveys will come our way from month to month, most of them conducted by the women's magazines and, for all the disclaimers to the contrary, prejudiced in favor of finding results that will aid advertising departments and agencies in selecting the given journal as the best and most logical medium to promote beauty products. A survey of considerable interest, recently conducted by *Woman's Home Companion* among 3,000 readers (of whom more than 2,300 responded), has been published under the title, "Cosmetics in Use, 1953." For brand preferences and for percentages of readers using a particular product, both in 1951 and this year, we refer the reader to the 57-page booklet, with its numerous graphs,



## PHENOMENAL GROWTH OF ESSENTIAL OILS INDUSTRY IN CYPRUS

**D**URING the early stages of World War II, Cyprus was dealt a severe blow. Export of whole fruit—one of the island's chief sources of income—was brought to a complete standstill. While many producers were throwing their hands up in despair, the quick-thinking firm of Lanitis Bros. accepted the challenge and decided to treat the fruit on the spot for its essential oils.

A close study of production in the U.S., on a tour of plants from coast to coast, gave Lanitis Bros. the lowdown on the essential oils industry. The finest

equipment to be bought in America was shipped over to Cyprus and a new industry got under way.

### From disaster—a new wealth

This industry has since developed phenomenally.

Cyprus is essentially a citrus country. Annual production of lemons and oranges is estimated at 45 million and 140 million fruits respectively.

The essential oils produced are now exported to most countries in the world. Lanitis Bros. possess up-to-date equipment for the deterpenation of these oils. Soluble citrus essences, citrus oil extracts and citrus pastes are also produced by this firm and exported to soft drinks manufacturers, confectioners, candy and ice-cream manufacturers all over the world.

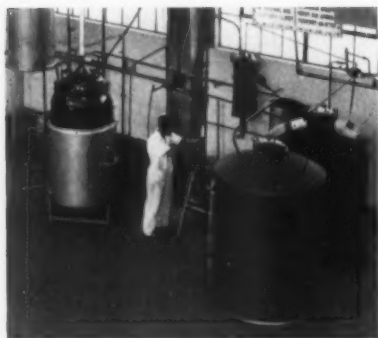
### Cyprus in flower

In the warm Mediterranean climate, flowers and shrubs grow in profusion, wild or cultivated. Rose, thyme, sage, myrtle, bay laurel and orange blossom thrive in the perfect weather conditions of this beautiful island.

Lanitis Bros. have vast plantations where they cultivate these plants especially for their essential oils. Today, essential oils of Cyprus compare favourably with any in the world, and Lanitis



*General view of the Limassol plant of Lanitis Bros. Ltd. This plant is equipped with all the latest American-built machinery and processes many million fruits and flowers every year.*



*Extractor equipment—Here is a corner of the modern plant for extraction of flower oils by means of volatile solvents.*

Bros. have achieved an enviable reputation for supplying the very finest essential oils.

For full  
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**9-21 Archbishop Kyprianos St.  
LIMASSOL,  
Cyprus.**

*New York Representative  
Calvert Mills Co., 44 Whitehall St., N. Y. 4*

trade names, and percentage breakdowns.

However, we spent our time searching in these pages for trends. What products are being used by more women in 1953 than in 1951, and which ones by less women? We found the differences between the two years to be, in most cases, very slight, and probably not significant in view of the size of the sample of readers. Cream shampoos declined from 37 to 30 per cent during this period, while hand lotions increased from 78 to 80 per cent. There were more declines than increases, we found, with face powder, rouge, cleansing cream, cold cream, vanishing cream, and even lipstick and deodorants among the products showing a loss, although in most cases of a very slight nature. Are the readers of that journal typical? Is this in accordance with other statistics? These are not easily answered questions.

Then we searched the survey to discover any trends about where these interrogated women buy their cosmetics. Is there a gain in the house-to-house and grocery store outlet? Again, the picture is a confusing one. The drug and department stores gained as sources for make-up; the grocery gained ever so slightly in the sale of facial creams and lotions, but at the expense of the house canvasser; the same can be said for hand care products, except that the increased grocery sales were a little more marked. The changes in nail preparation sources were too insignificant to take seriously, and when one turns to hair preparations, again there is a loss by the house salesman in favor of the supermarket. Fragrance sources remained virtually unchanged, and the grocery made a large gain as a source of dentifrice, with the loss centered in the corner apothecary. All of this we leave to our own readers to digest and to evaluate, merely with the comment that we are somewhat surprised. While not from Missouri, we want to be shown.

#### **Controversy Brewing Over Post Office Plan**

QUIETLY and attracting very little attention, except in the pages of advertising trade papers, the United States Post Office instituted a new and simplified method of mailing third class advertising matter. Under this system, which went into effect August 21, the advertiser labels his mailing with the one word "Boxholder," and then delivers to the post office in a given

community a sufficient number of pieces to enable the postman on the route to drop one in each box. The advantage to the post office is that the time spent on sorting the mail can be avoided; the advantage to the advertiser is that no lists are needed, no personal addressing required, and coverage of a territory can be virtually complete. At the moment, the greatest opposition to the plan seems to stem from newspapers and magazines, who see a threat to their revenue; list suppliers and direct mail houses, who see less need for their services; and from postmen themselves, who find it a threat to employment.

Although a circular without an individually addressed name has some serious disadvantages (it is impersonal, is likely to be given little attention, and can be wasted on business addresses and others of little value), we feel that this is a method that should be given a fair opportunity to prove its worth. If it can be carried out by the Post Office with profit, it may actually aid and not hinder the newspapers and magazines, by helping to make possible the continuation of the second-class mailing rates, on which the postal department now suffers a loss. If it can serve usefully for advertisers, then the fact that it might possibly hurt other means of distribution (as the list house or the direct mail house), is as irrelevant as would be a cry of anguish from the owner of a radio station when television started to make inroads on his income. Let us give the new system a chance to prove its merits. Where would our civilization be if all the technological advances had been judged by their possible or even probable effect on already established artisans, occupational groups, and fields of business?

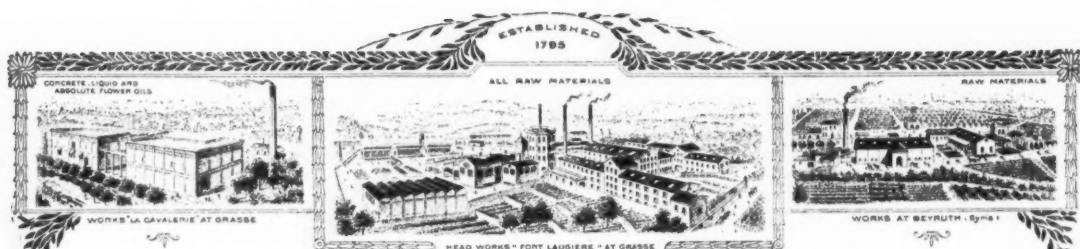
#### **New Rules Govern TGA Convention**

THE board of directors of the Toilet Goods Association has promulgated new and not entirely unexpected rules to govern the attendance at the forthcoming annual convention of the association. Until this year, TGA meetings were open both to members and to non-members. Seldom were sessions restricted to members only, although sessions were held at which only manufacturers of finished cosmetics could attend. That is to say, suppliers of raw materials, for example, even though associate members of the TGA, were barred from some sessions, while a company that was

not a member at all, if it manufactured a hand cream or a toilet water, for example, could send its representatives. At the 1953 convention, the supplier who was not an associate member was barred, but the freedom to attend sessions continued to be granted to any manufacturer of a finished toiletry, whether member or not. Starting with the next convention, attendance will be restricted to member companies—whether active or associate—and their guests, but the guests may not include those representing firms eligible to join. Thus, the dermatologist will continue to attend these sessions, as will the government official, but firms that should have long since joined the association will no longer obtain the benefits of the sessions without paying dues and undertaking other responsibilities of membership. It hardly seems necessary to defend the new rule, for certainly those who do the work, who foot the bill, who do the planning and the struggling, should reap the benefits. As a matter of fact, any cosmetic firm, no matter how large or small, that fails to join the TGA (and there are only a few major firms not in its ranks), must of necessity benefit by the effective presentation of the industry's viewpoint to public, to legislators, and to other industries. It is certainly not possible, and probably not desirable, to prevent such benefits from accruing to all firms, members and others. But the very least that a firm can do if it wishes its salesmen, its technical men, its executives, to have an opportunity to meet, to mingle, to converse, and to learn at the annual meetings, is to fill out an application blank and pay the very reasonable dues.

#### **Sees Shift in Purchasing by Country's Majority**

A trend to a minority purchasing the bulk of the nation's products is indicated in a new study, Henry Bach Associates concludes in a recent newsletter, regarding the figures as indicating that 48 million Americans are being undersold. According to the study, middle and low income groups now absorb a much smaller share of the apparel market. In 1941, 82 per cent of families earned \$3,000 or less per year and consumed 60 per cent of all apparel, while 5 per cent earned \$5,000 and purchased 17 per cent. Today 26 per cent of families are in the \$5,000 and up bracket, accounting for 57 per cent of apparel sales.



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# WHAT THE RETAIL BUYERS REPORT

## Buyers Find Excessive Claims Result in High Returns

JEAN MOWAT

**Chicago**—Cosmetic buyers are looking for merchandise that has not been "over-sold" by the manufacturer's claims. Excessive claims result in high returns, they have found.

One conspicuous example is a new aerosol deodorant which turned out to ruin fabrics. Right now buyers are seeking adjustments for claims they have had to settle as well as for merchandise which was unsatisfactory. The container did not even have good shelf-life; contents leaked out, causing further damage.

Another complaint centers around spray deodorants, which spray just a little too enthusiastically.

Compact sales have dropped, largely due to the competition of inexpensive containers, which do not spill powder and which are discarded when empty. Also, boxed

powder is no longer as widely available in as extensive a range of toned-shades as previously.

### Foundation Creams Displace Powders

Another reason seen is that foundation creams are displacing powders. The rouge is applied over the foundation, giving a more youthful and softer effect. Only mixed-to-order powders are selling well, and even these are not what they used to be, according to some reports.

Teen-agers favor the pan-cake type, but many older women have also dispensed with powder. Young married women still are using it though, a Detroit buyer reports. Buyers at some of the leading Chicago style stores suspect the hot weather of this summer may have had something to do with this trend. Fashion directors and stylists are going "bare-faced" and many of their "clients" are following their example.

## Mabley and Carew Co. Sponsors Successful Seven-Week Treatment Promotion

MARY LINN WHITE

**Cincinnati**—In the midst of an unique seven-week promotion with each week featuring special representatives from the various cosmetic houses, and newspaper and television advertising to back them up, the Mabley and Carew Co.'s cosmetics department was well pleased with its efforts. Though general store traffic was slow, the cosmetics counters did a fine business, and contrary to a common occurrence, there were no returns of merchandise by women who were either carried away by the representatives' sales talk or displeased with their new treatments.

### Doing the Town

Elsewhere in the city there was good business, too, part of it because of representatives and part of it because of specials. Dow's Drugs featured a quite successful

Tussy promotion, and the indefatigable Rose Laird was holding forth successfully with her fine line of adolescent skin helps, as well as her new foamless shampoo (John Shillito Co.). Houbigant's three-for-a-dollar special did very well at Alms and Doepke, where treatments swelled with the first cold weather. A few of Coty's perfume stars (\$7 for \$3.50) were still left, but remained in display as Christmas goods came in, and were expected to walk out as earlier ones had done.

Christmas merchandise immediately placed on the counters by all stores, and one buyer (McAlpin's) saw fit to comment favorably on the lovely packaging at no additional cost. Some packages used to cost up to 75 cents, she said, and could not be used after Dec. 21.

This store had done very well with a Kiddie Kart with bubble bath, soaps, a carry-all bag; and

Buyers report swing away from powders to foundation creams.

Many items seen appropriate for "duo-packaging," for appeal to both men and women.

Promotion of Christmas business expected to set new record.

colognes had to be restocked frequently. Not yet arrived were the baby-lipsticks, expected to be very popular.

Rollman's had a run on hand preparations as the weather cooled, and Dorothy Gray's cleansing cream special walked out.

The Max Factor creme puff was popular there, as everywhere, and Arden seemed to be taking advantage of the idea of the powder-foundation-in-one with "invisible veil" at \$2 in a Napoleonic inspired package. Shillito's did well with both items, as well as with Dorothy Gray's new "Satura", a hormone - containing moisture-catcher to keep the skin supple. Hazel Bishop's lipsticks were booming and other hits were Antoine's half-price custom-mixed powders, the Lanolin Plus, Lelong's \$25 package of five perfumes for \$10 after a bill insert by Shillito, and Schratz bubble bath. The cosmetics department planned to tie in with the store's World's Fair with a display of historic value by Houbigant.

## Packaging Neglects Male Market, Buyer Claims

LEE MCKENNON

**New Orleans**—Revlon's Aquamarine Hair Dressing, and Shampoo in four types, for dry, oily, normal and bleached hair, did an excellent business in one of the large department stores here the past month. A quantity of the shampoo was set up next to the hair dressing which was selling at \$1.25, reduced from \$2.50. The sale price of the hair dressing drew at-

tention and sales and the shampoo was purchased in equal quantities. An explanatory sales leaflet put out by Revlon, describing the qualities of each of the 4 shampoos intrigued customers, the buyer said, and definitely helped boost sales.

#### **Duo-Packaging**

The buyer at another department store wonders if manufacturers might not make a mistake in packaging all items with a feminine flair. Sutton's stick deodorant at this store has sold so well that it is a constant reorder item and it is sold in a neat container which is acceptable to men or women. Whether this neuter packaging is the major factor, or the moderate price of 59 cents and \$1.00 for the

2 sizes, the deodorant delights the buyer with its steady sale.

#### **Other Hits**

Combine novelty and a bargain and you have an item that sells, one buyer reports, discussing LeLong's The Royal Box. While the price of \$10 may seem high at first glance, many customers remember the gift season is nearby and purchase the Royal Box with this in mind. The \$25 value at \$10 is also a very strong selling point. The \$10 size of Indiscret surrounded in the beautiful folding box by Orgueil, Tailspin, Sirocco, and a small size Indiscret, is indeed impressive and the smaller sized bottles may be removed in their own packages and given to friends.

## **Gigantic Fair Brings Mixed Business to Dallas; Department Stores Stage Successful Promotions**

JEAN ROBERTS

**Dallas**—The Biggest Fair in the World is once again in session in Dallas and hundreds of thousands of people are streaming into the city. Yet, the feeling about what this influx does to business, at least, cosmetic business, is mixed.

The department stores in general believe that the event has very little effect on sales and consequently do no special promotions for it. Although it brings some new customers into the stores, it also takes numbers of regular residents away as they visit the Fairgrounds.

Some of the specialty stores, on the other hand, feature gift items on their counters designed to attract the eye of visitors and report that these gift items are selling well.

The chain drugs are divided in their opinion. Most of them believe the Fair has little effect on their cosmetic business.

Most departments in all these divisions, including the supermarkets with drug and cosmetic divisions, report good business.

#### **Promotions Which Scored**

Two department stores, A. Harris and Sanger Bros., have had store-wide sales with which the cosmetic departments were tied in. Counter displays were designed with an eye for aisle traffic, since most of the advertised items could not be ordered by mail or telephone, and brought hundreds of customers into the stores.

Both stores thus gave plenty of counter space for "regular needs" such as hand lotions, deodorants,

lipsticks, nail polish as a quick reminder for a shopper. These items sold well, particularly lipsticks and colognes.

A. Harris & Co's cosmetic buyer began a new promotion project in mid-September.

Every week until mid-December her department will have at least one "line promotion" featuring an expert from the home office. Faberge, Frances Denney, Lancome, Revlon, Roux and many more are scheduled to send special representatives.

This will be the first time so much concentration has been put on such a project for this length of time. Results so far are very good. The department head believes this is not only a customer lure but keeps her sales personnel on their toes.

A. Harris also reports fine results on a mailing piece on Lucien LeLong's "Royal Box", a \$25 value for \$10 and featuring fine imported perfumes. This was followed by newspaper advertising and results were traced to both. Since this was an unusually expensive item to use as a mailing piece, results from that form were checked closely and were labeled a success. Many customers bought or ordered from ten to 16 of these boxes as Christmas gifts.

Another successful mailing piece was Giro's package, a \$12.50 package for \$5.00.

Special attention this month is being given the new fragrances being introduced: Matchabelli's "Wind Song"; D'Orsay's "Fantastic" and Gourielli's "Fourth Dimension".

Neiman-Marcus has featured gift items both at the downtown store and the Town and Country store. Displays are particularly attractive and are a real lure for the casual shopper. Many men find their way to this counter during the Fair. Dreyfuss & Son also lured customers with gift items.

## **Fall Season in Full Swing**

MAGGIE FLEMMING

**Buffalo**—To launch the Fall Toiletries season, full-page editorial "Beauty News" type advertisements were used by J. N. Adam, the Wm. Hengeler Co., and Adam, Mel-drum & Anderson. Immediate sales appeal characterized the items and general ad copy treatment of some of these sheets, while others were designed with the "long-haul" in mind.

#### **Hengeler's Fragrance Festival**

The annual Fragrance Festival of the Wm. Hengeler Co. was the usual glorious success, with the eight display windows of this year surpassing—if possible—those of previous years. As has been the custom, various fragrances are interpreted with floral arrangements executed by the miscellaneous florists in town . . . coordinated with fashion fillips from the store, keyed to the mood of each fragrance. It is a veritable production which is in annual competition with itself, each successive year's efforts trying to exceed the effect of preceding years.

#### **Milkmaid Clinic**

A week-long Milkmaid Clinic proved very popular at Hengeler's. It held special appeal for teenagers because of the presence of Betty Cornell, well-known "Seventeen" model. Introduced at this Clinic was Milkmaid's new Pixie Pac, their compressed powder unit built-in foundation.

J. N. Adam's reported a solidly sound month. The buying ahead which ensues in the Fall on such items as bath and facial tissues, soaps, and the like, was in full swing . . . with hair-care items a top-ranker in the general category of year-round merchandise. The self-service section at this store continues to enjoy simply phenomenal success, a large amount of which is attributed to its easily-seen location and accessibility. The importance of this factor cannot be overemphasized.

# New Products and Developments

## Patented Rosette Snap Hinge Box

A patent on the popular rosette snap hinge box has been obtained by Douglas Young Inc., Pawtucket, R. I. and it is the firm's intention to license some box makers for the use of this hinge. Patents are pending in Germany, France, England and Canada. The rosette type is regarded as the simplest and most practical way of hinging a snap hinge box. Its popularity is due to the method of stamping out the holes. Sharp points are formed around the edge of the holes in the hinge. Passed through matching holes in the top and bottom of the box the rosette points are folded back for a permanent bond, eliminating the need for rivets or an outside hinge covering.

## Disposable Powder Puffs

Powder puffs attractively packaged in transparent plastic containers to keep them fresh and clean are being distributed through leading stores by Kleen Test Products. The powder puffs or pads may be disposed of at the end of the day. The disposable cosmetic pads are made of cotton flannel, treated for nap, tinted in pink, yellow, blue and green and are said to be absorbent enough to hold powder and thin enough to fit the flattest compact and inexpensive enough for a thrifty woman to use one a day and throw it away. They are also suggested for removing nail polish. The cosmetic pads are available in packages for a year's supply and for a six month's supply. Small plastic cases big enough to hold a week's supply of powder pads are included.

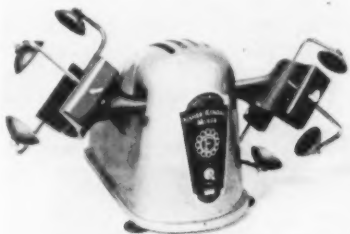
## Aqualized Hair Wave Set

Aqualized hair wave set, an instantly soluble neutral powder offers the user unusual economy according to Soluble Products Co. The concentrated and instantly soluble characteristics of the product eliminates shipping of water, costly manufacturing, reduces container cost and storage space required and assures a fresh uniform product the company states. It is sold as a neutral powder enabling the jobber or repacker to add his

own individual scent and color to the product. Complete instruction data is available.

## Dry Mixing in Laboratory

In the new Fisher-Kendall mixer the actions of stirring and vigorous tumbling are combined at the precise rate of speed to do the job completely according to the Fisher



Fisher-Kendall mixer

Scientific Co. Two arms mounted to rotate 180 deg. out of phase with each other are provided. Each arm has an aluminum hand mounted at an acute angle so that when the arms revolve the sample is slid and then thrown back and forth along the jars length and also up and down as the jar revolves.

## Synthetic Coffee Flavor

A new coffee flavor which is stated to be a synthetic reconstruction of the genuine coffee flavor, the principal composition of which has been known for a long time, but which due to its volatility could not be withdrawn from the natural coffee in a stable form by distillation or extraction, is offered by Sluys Rockford Inc. Polyrome Coffee Arabica X 3270, as it is known, has the stable and tenacious form which makes it suitable for industrial use the company reports.

## Package Delivery by Air

Low cost, dependable package delivery by air on a two day schedule between eastern, midwestern and western metropolitan centers is provided by United Parcel Service-Air, a subsidiary of United Parcel Service according to that company. Charges on a five pound package between New York and Los Angeles are \$1.80 via United Parcel

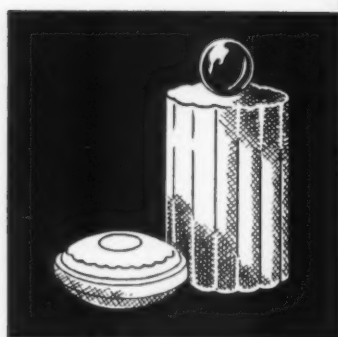
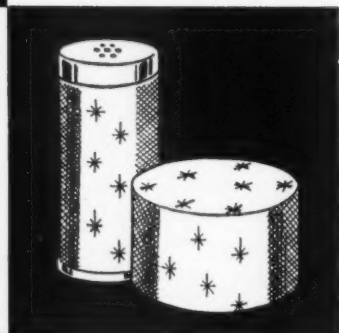
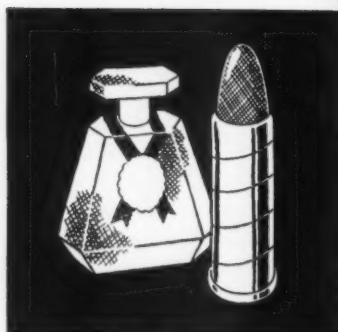
Service-Air compared with \$5.77 for air express and \$4 for air parcel post. United Parcel Service-Air rates, the company states, apply uniformly from one pound to 100 lbs. and include delivery in surrounding metropolitan areas for each city, under through billing and single carrier responsibility. Size and weight limits are 100 in. combined length and girth and 100 lbs. compared with 72 in. and 20 lbs. for coast to coast parcel post. A unique system eliminates complicated bills of lading. Responsibility for loss or damage claims up to \$200 per package is provided at no extra cost. Further details about the service will be furnished on request.

## Water Soluble Lanolins

When the water soluble forms of lanolin offered by the Robinson-Wagner Co. were first introduced it was planned to make and market them in anhydrous form. Experience disclosed that their waxy consistency made it a little difficult to remove them from the containers. To eliminate this inconvenience the company announces that its water soluble lanolins are now being made in 50% aqueous gel form and are sold under the brand names of Lanogel 21 and Lanogel 31. In this form the material is easily removable from containers and they disperse and dissolve more rapidly in water. For those who, because of peculiar formulation conditions require material free from water the anhydrous grades will be made available on order.

*New 1953 Latin American Sales and Credit Guide* giving ratings of over 100,000 individual buyers and sales representatives in all countries in Latin America has been issued by the American Foreign Credit Underwriters Corp. from whom full information about it may be had.

*Detergents, wetting agents, emulsifiers, brighteners, sequestrants and dyeing assistants* are covered in a new 28-page catalog issued by the Antara Chemicals Div. of General Dyestuff Corp.



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**ORBIS**  
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MEMPHIS



Let Orbis solve your perfume problems



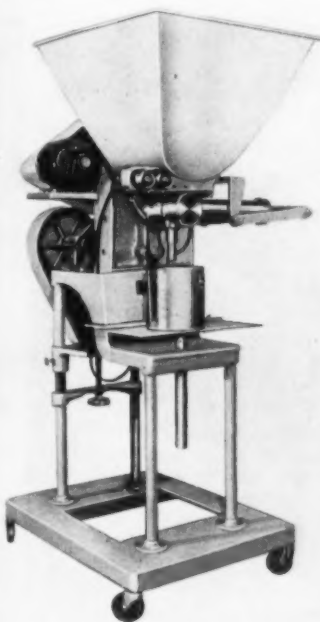
# Hints for Improving Production

## New Batching Scale

For measuring pour off a new batching scale is offered by Hydroway Scales Inc. The scales are available in 500 and 1000 lb. models with 12 in. dials. The new scale has a reverse reading dial. When a full container is lifted and the pointer takes position, the operator resets the dial so that "O" coincides with the pointer by turning a convenient adjustment control. As the contents are poured off, the pointer retreats, registering directly the amount of decreased weight. No subtraction or computation is necessary.

## New Semi-Automatic Filler

A semi-automatic filling machine that fills cosmetics and other semi-



Semi-automatic filling machine

liquid and semi-solid products into all types of containers, including tubes, has been developed by the Filler Machine Co. The versatile, portable unit, the company states, accurately fills between 15 and 55 containers per minute depending on the product and the size of the containers to be filled. All contact

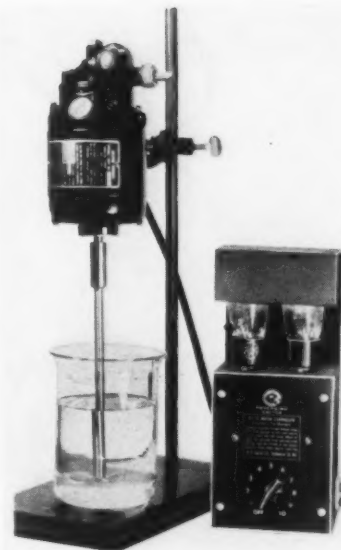
parts are of stainless steel and monel metal. A variable speed drive permits a wide speed range and a separate motor driven agitator can be supplied for use with products that must be constantly mixed and forced into the measuring cylinder. A foot operated clutch can also be provided to free the operators' hands for filling operations. It contains a 25 gallon stainless steel hopper. The unit is especially designed for small or large plants where the expense of a fully automatic filling machine would not be justified.

## Substitute for Coumarin

Coumasin and Tonkasyn, newly perfected synthesized products, are offered by F. Ritter & Co. Los Angeles, 39, Calif. as substitutes for coumarin. Coumasin crystals are not lactones nor phenolic derivatives; are said to be readily soluble in a mixture of 80% propylene glycol and 20% water to which more water may be added if desired; are soluble in a hydro-alcoholic menstrum and are said to be equal in strength to coumarin. Tonkasyn amorphous is said to be twice as strong as coumarin; and is stated to be completely soluble in propylene glycol, alcohol and other organic solvents. When used in normal quantities water may be added in the same proportion formerly used in coumarin. According to the company coumarin crystals have won acclaim for flavor, stability and convenient form of application in the flavoring and food industries. Full details about the new coumarin substitutes may be had by writing to the company. The company will also send a copy of monthly market report with current prices of its numerous other products.

## New All Purpose Deodorant

A new all purpose inexpensive deodorant to be sold under the name of Deodall I is announced by Sindar Corp. 330 W. 42 St. New York, 36, N. Y. The product is recommended for use in various industrial odor applications where only an inexpensive masking agent can be used.



New laboratory mixer

## Electronic Laboratory Mixer

The advantages of controlled speed in DC motors operating from AC outlets is afforded by a new laboratory mixer offered by the Gerald K. Heller Co. The DC motor has an extended armature and gear shaft. Both ends of the shaft are usable either with chuck, mixing shafts or three step pulley. The new closed cycle circuit assures unvaried torque as demanded by mixes that develop viscosity. Increase of current requirement is automatically signalled to control and instantaneous response guarantees constant torque.

39 *Tips to Better Salesmanship*, a reprint in small, handy sized pocket form of an outstanding article which appeared in the May 1 issue of *Printers' Ink* may be had by writing to the Printers' Ink Publishing Co., 205 E. 42 St., New York.

The manufacturers' agent as a marketing institution is the subject of a 240-page book by Dr. Thomas A. Staudt, Indiana University, which has been published by the Department of Commerce, Washington 25, D. C. Copies are sold by the Department at 50 cents each.

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## Flavor Section



# Developments in the Flavor Field

*Water soluble orange essence . . . Detection of bourbonal (ethyl-vanillin) in vanilla flavors . . . Taste testing . . . Spices . . . Flavor of fish . . . Pesticides and off flavors*

MORRIS B. JACOBS, Ph. D.

MORGAN and Veldhuis of the U. S. Citrus Products Station at Winter Haven, Florida, and Eskew and Phillips of the Eastern Regional Research Laboratory at Philadelphia describe their studies on the recovery of essence from Florida orange juices (*Food Technol.* 7, 332 (1953)). This method was developed from an adaptation of the essence recovery equipment originally developed at the Eastern Regional Research Laboratory. In this variation, however, the heating, evaporation, and essence recovery were performed entirely under vacuum and the juice was not heated above 115 deg. F. (46 deg. C.).

The orange juice did not deteriorate noticeably by subjection to this treatment even though it was necessary to evaporate at least 20 per cent of the juice in order to get the major portion of the orange essence.

These investigators found that there was some relation between the aroma of the water soluble essence and the peel oil content. Thus in the range of 0.004 to 0.024 per cent of recoverable oil some-

what more potent essences were obtained with larger amounts of peel oil, but not proportionally. They also found that an orange peel oil emulsion in water also produced a water-soluble essence similar in character to the essence obtained from whole orange juice.

The major portion of the water-soluble materials were capable of being collected by use of condensers cooled with ice water but it was necessary to use dry ice traps to recover the peel oil when orange juices containing 0.024 per cent of recoverable oil content or less content were employed. These traps also caught some of the water-soluble material.

Then these water-soluble essences were added to freshly prepared orange juice concentrates and to reconstituted orange juices, the floral character of the aroma was distinctly enhanced. The stability of these products was poor, however, for even when stored at 0 deg. F. (-17.8 deg. C.), the aroma was lost. Some residual heightening of the peel oil flavor remained and no off-flavors were produced.

A rapid method for the detection

of bourbonal (ethyl-vanillin) in vanilla extract has been proposed by Janovsky and Filandro of the Virginia Dare Extract Co. This test requires the use of only one principal reagent, alkaline *p*-aminophenol solution. (*Agr. Food Chem.* 1, 783 (1953)).

The sample being examined is extracted with ethyl ether in the customary A. O. A. C. method and the vanillin-bourbonal fraction is dried over sulfuric acid. The residue is dissolved in such proportions that a 1 per cent alcoholic solution is prepared. To 2 ml. of this test solution, 0.5 ml. of normal sodium hydroxide solution and 0.25 ml. of fresh, colorless, 1 per cent *p*-aminophenol alcoholic solution are added. The mixture is shaken and the colors produced are observed.

If the test solution contains bourbonal a dark purplish color will be produced whereas vanillin will yield pale yellow or olive colors. Mixtures of the order of 1 of vanillin to 1 of bourbonal gives colors of intermediate tints but if the mixtures contains less than 50 and Filandro state that the distinct per cent of bourbonal, Janovsky's reaction in color is not sufficient to make this test of practical value. This appears to limit the value of this test rather drastically.

Coumarin and piperonal (heliotropin) also give this reaction but they are removed in the A. O. A. C. extraction. The *p*-aminophenol reagent should be prepared fresh and should be stored in a full container to exclude air and thus avoid oxidation.

Taste testing is a topic of never



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ending interest to the flavorist. There are presently in the literature the reports of Cartwright and his co-workers at Foster D. Snell, Inc., and of Crocker and his co-workers at Arthur D. Little, Inc. More recently Evans Research and Development Corp. has performed work along this line. These firms act as consultants but a number of flavor firms and food firms have their own taste panels.

Gloria Gershun (in *Progress thru Research* 7, No. 4, 5 (1953)), describes a room maintained by General Mills which enables their research workers to test combinations of flavors and thus evaluate those which will meet consumer approval. This room is designed and built in such a manner that the eight individual booths it contains fold against the walls of the room giving sufficient space to set up collapsible aluminum tables which provide for the seating of twelve people, if desired. This arrangement permits both individual testing and panel discussion of the testing as well as group testing.

#### Spices

An interesting article on spices by J. J. Frank, President of the American Spice Trade Assoc. appears in *Food Engineering* 25, No. 6, 78 (1953). The flavor advantages of whole spices are discussed and pointers on the buying of spices are given. A brief description of research in natural spices is also given in this article. Of particular value is a table in which the spices are listed along with their origin and the foods which they may suitably enhance. The latter are placed in the three categories of (1) meat products, (2) baked goods, and (3) canned goods, condiments, pickles, beverages, etc.

#### Flavor of Fish

In an attempt to classify the perceptible sensory quality factors of cod fish, a numerical scoring system was devised by Shewan, Macintosh, Tucker, and Ehrenberg for the sensory assessment of the spoilage of wet white fish stored in ice. (*J. Sci. Food Agr.* 4, 283 (1953)). This work was performed in the laboratories of the Scientific Adviser's Division, Ministry of Food, London, and at the Torry Research Station, Department of Scientific & Industrial Research, Aberdeen.

The work of these investigators and of previous investigators has shown that seven quality factors are the most reliable and important in the organoleptic and flavor

examination of fish. They found the following sequence of observations the best for practical purposes:

1. General appearance and appearance of eyes, gills, and outer surfaces.
2. Appearance of the flesh, particularly at the cut surface along the backbone and at the "belly flaps."
3. Texture of the raw fish, under manual pressure, including the reaction to touch of the outer surface of the fish.
4. Odor of the fish, particularly at the gills and body cavity.
5. Odor of the cooked fish.
6. Flavor of the cooked fish.
7. Texture of the cooked fish.

What interests us here most is category 6, though categories 3 and 4 are also of interest. The flavor of cooked fish was given ten marks for scoring as follows:

Fresh, sweet flavors characteristic of the species	10
Some loss of sweetness	9
Slight sweetness and loss of the flavor characteristic of the species	8
Neutral flavor, definite loss of flavor but no off-flavors	7
Absolutely no flavor, as if chewing cotton wool	6
Trace of off-flavors, some sourness but no bitterness	5
Some off-flavors, and some bitterness	4
Strong bitter flavors, some rubber-like and slight sulfide-like flavors	3
Strong bitter flavors, but not nauseating	1
Strong putrid flavors (such as sulfides) tasted with difficulty	0

The statistical method for obtaining the final score is given in detail in an appendix to the article.

#### Flavor of Rum

Puerto Rican rum has high flavor value and is one of the highest in value in business carried on in this island, being of the order of 50 million dollars per year.

In order to study the flavor and taste qualities of Puerto Rican rum and to find the best possible fermentation, distillation, and blending processes to be used in its production, the Government of Puerto Rico has set up a pilot plant to study all of these factors.

#### Off-Flavors from Pesticides

Off-flavors apparently attributable to pesticides have become a factor of considerable importance in the application properties of

such pesticides. Over the past five years a number of papers have appeared in which this problem is considered.

Reynolds and Gilpin of the Bureau of Human Nutrition and Home Economics and Hornstein of the Bureau of Entomology and Plant Quarantine, U. S. Dept. Agriculture, have presented their studies on the palatability of peanuts grown in rotation with cotton dusted with insecticides containing benzene hexachloride. (*J. Agr. Food Chem.* 1, 772 (1953)).

Trained judges of peanut butter flavor generally detected off-flavors in this product made from peanuts grown on soil in which cotton had been grown and which had been dusted with quantities of benzene hexachloride in excess of usual recommendations. The benzene hexachloride concentration of the peanuts usually correlated with the palatability scores and with the quantity of insecticide that had been applied.

These experimenters attempted to find out whether or not the off-flavor was due to the benzene hexachloride itself, or to one of the decomposition products of the benzene hexachloride, or to changes in the food product which were caused by the physiological response of the plant to the insecticide. They did not appear to come to any definite conclusion for they were unable to detect an off-flavor when technical benzene hexachloride was incorporated directly into the peanut butter in concentrations several times greater than that occurring in peanuts grown as a rotation crop after cotton and which yielded distinct off-flavors.

Similar results were obtained when they employed 1,2,4-trichlorobenzene which is a major degradation product of benzene hexachloride and which they might expect would possibly be present.

Since they found that even inexperienced judges readily detected off-flavors in peanut butter made from peanuts which had been grown in soils treated with benzene hexachloride and which contained as little as 1.8 parts per million of the insecticide, they concluded that their results showed that the condition in which the chemical is present has a pronounced effect on the flavor response.

Sodium perborate is described adequately in bulletin 45 issued by the Buffalo Electro-Chemical Co. Inc.

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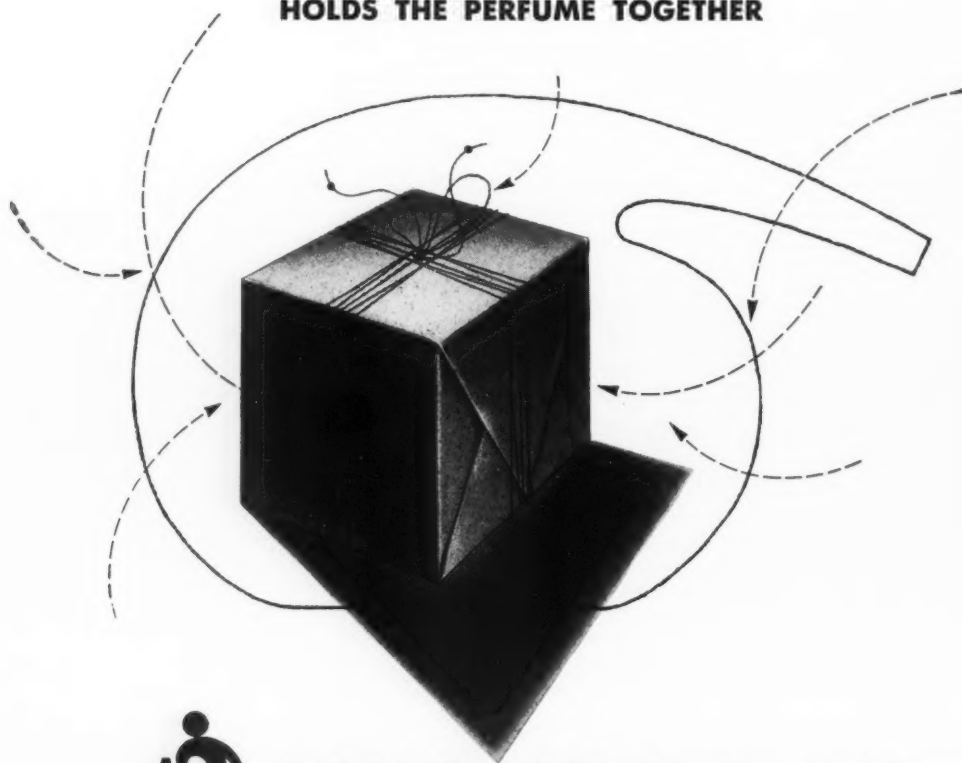
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# Soap Section



## Milling, Plodding and Transparency

PAUL I. SMITH

MANY soapers have found that the transparency of hard soaps can be greatly influenced by the degree of milling and plodding. There is nothing particularly new about this discovery as B. Tiutunikov, S. Pleschkov and A. Tschernitschkina disclosed the fact in a paper published in *Seifens-Ztg.*, 1941, 68. These three investigators demonstrated that the vitreous condition of soaps is due to inhibition of the normal crystallization of the fatty acids and that by repeated milling and plodding the soap may be converted into a transparent or semi-transparent condition. Experience has shown that the following requirements are needed in order to ensure the required degree of transparency:

1. The machining should be carried out at a low temperature, i.e. about 34 deg. F.
2. Soaps should contain a fairly high proportion of saturated fatty acids.
3. Milling and plodding should not be prolonged for long periods continuously but carried out for

shorter times at intervals of say half an hour.

Those manufacturers interested in modifying the appearance of household soaps should investigate the possibilities of this technique which can give most useful results.

### New Deodoriser For Soap

DURING the last three years a good deal of research work has been carried out on the chlorinated phenolic compounds, in particular, their use as deodorisers for soap, cosmetics and textiles has been carefully evaluated. A new product, 2/2 thiobis (4, 6-dichlorophenol) has now been developed. This additive is claimed to be highly efficient as a deodorant antiseptic and is rated as 98% active against skin infections. Unlike some of the more complex phenol compounds, this chlorinated phenol is compatible with soaps, even superfatted ones and does not cause any deterioration in colour or texture.

The incorporation of this compound in such a variety of products would be justified by its proved properties as a bacteriostat for the skin. Among its characteristics may be cited great bactericidal activity, good adherence to the skin which prevents the product being washed off, a negligible toxicity, absence of odour which permits easy combination with perfumes and no irritant action on the skin. This antiseptic is practically insoluble in water and is usually prepared as a paste for incorporation in bars of soap, for example, for addition to liquid soaps it is dissolved in alcohol or a similar solvent. Preliminary studies indicate the interest of this product for the textile industry. Tests have shown that the fungicidal activity of the product arrests mould growth in fabrics. Continuous use of the product leads to a reduction of 98% in bacteria normally present in the human skin. This information is of importance for manufacturers of pharmaceutical products who can use the new product to prevent secondary skin infections and to minimize the danger of post operational infection.—Paul I. Smith.

### Hydroxylated Fats

GATHERING interest is now being shown in methods of chemically modifying inedible tallow so as to convert fatty acids into new compounds of special value to producers of cosmetic preparations, metallic soaps, new types of detergents, etc. The usual method of

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chemical modification makes use of the peracetic oxidation of fats for the production of hydroxylated and epoxidized compounds.

It is reported that synthetic hydroxy-stearic acids, including dihydrostearic and polyhydroxystearic acids, are already being manufactured on a commercial scale and other related products are on the way.

The most important outlet for hydroxylated fat is for making low cost secondary plasticizers for vinyl resins. These have good resistance to ultra-violet light, low volatility and good inertness, stability to oxidation and resistance to rancidity. Faced with a marked decline in the demand for inedible raw fats from soapers, there seems little doubt that the chemically modified materials represent extremely attractive outlets to manufacturers.

#### **Fats and Oils Chemicals Viewed as Cosmetic Material Sources**

"Chemicals from Fats and Oils: A Source of Cosmetic Raw Materials" was the address of Paul Dubrow, organic chemist and section leader in the research laboratories

of the chemical division of Armour and Co., Chicago, at the November meeting of the Chicago chapter of the Society of Cosmetic Chemists.

#### **Annual Soap, Detergent Industry Meeting to Stress Sales**

"How to sell more . . . in '54" will be a major topic at the 27th annual convention of the soap and synthetic detergent industry, scheduled for January 26, 27 and 28, 1954 at the Waldorf-Astoria Hotel, New York City. The problem will be approached from three standpoints: 1) What's new in cleanliness products, 2) What's next in business trends, and 3) What's needed in sales strategy.

The program will also include divisional meetings dealing with glycerine, fatty acids, industrial and specialty soaps, according to Roy W. Pect, manager of the Assn. of American Soap & Glycerine Products, Inc. In each of these divisions, emphasis will be on analysis of user-requirements and better ways of meeting them. This year, for the first time, a full morning session will be centered on synthetic detergents. The annual banquet of the industry, to be held

Thursday, January 28th, will again feature outstanding talent from the television and radio industry.

The convention committee for the 1954 meeting comprises the following: W. G. Werner, chairman, Procter & Gamble Co.; E. Brenn, Jr., Huntington Lab. Inc.; R. S. Carmel, H. Kohnstamm & Co., Inc.; L. Flett, National Aniline Div., Allied Chemical & Dye Corp.; A. D. Fry, The Fry Bros. Co.; K. E. Fulton, Beach Soap Co.; W. C. Hardesty, Acme-Hardesty Co.; I. W. Hoff, Colgate-Palmolive-Peet Co.; I. P. MacNair, Mac-Nair Dorland Co., Inc.; E. B. Osborn, Economics Lab., Inc.; F. B. Patton, Armour and Co.; M. J. Roche, Lever Brothers Co.; H. C. Shelton, Antara Products; and C. L. Weirich, The C. B. Dolge Co.

#### **Shampoo Manufacturers Seek Way for Lower Freight Rate**

The Shampoo Mfrs. Freight Group of the T.G.A. and the N.B. B.M.A. has voted to employ a Traffic Consultant to negotiate with the carriers and/or to petition the Interstate Commerce Commission for a more favorable freight classification for shampoos.

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**T** PERHAPS THE BEST WAY to take a look at these "cushy" jobs would be to list the questions which hit the T.G.A. staff in a typical day: "Is six point type big enough for the statement of net contents on my label?" "Can I say my cream digs deep down into the skin?" "Is anybody using 'Joe Doakes' as a trade-mark for a hand lotion?" "Has the Delaney Bill any chance of passing next year?"

**T** ALSO: "How much lanolin do I have to put into my new hair lotion?" "What was the sales volume of shampoos last year?" "Do people like hand lotions or hand creams better?" "What's the tax on a package containing a toilet water, an atomizer top, two cakes of soap and a box of dusting powder?" "When is the F.T.C. going to crack down on those companies who aren't operating under the rules?" "Where does the alcohol permit number have to go on my new toilet water bottle, and why?" "Do I have to negotiate with this guy who claims he represents my employees even though I know he doesn't?"

**T** ALSO: "What's the address and president's name of the Double Ex Cosmetic Company, I think they are somewhere in the Middle West?" "Where can I get a plastic box like the one the A.R.S. Candy Company uses?" "Where was an article on hormone creams, written by Dr. Zilch, published, and when, and can you get me a *photostat*?" "What can I do about that store in Memphis that won't take my new merchandising plan?" "What States require labeling of alcohol content on cosmetics?" "What's this new surcharge on trucking rates?" "Can I sell my new product in Toledo without a warning statement on the label?" "When are you going to get the 20% tax repealed?" "Who's the man to see at the Bureau of Labor Statistics?" And so—on and on!

**T** OF COURSE they aren't our personal problems. But they are your headaches and they have a way of landing on our desks. This isn't a quiz program but can you answer all of those questions? The T.G.A. Staff did—and a lot more!



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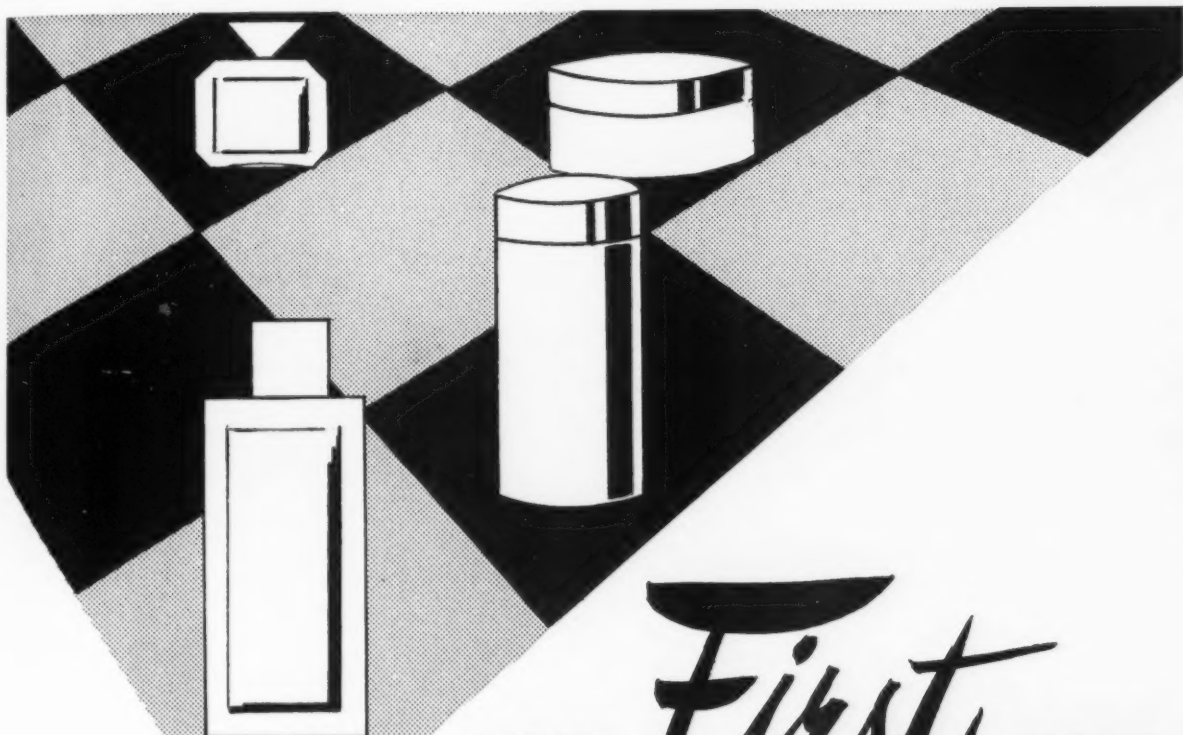
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**Forsythia for Brillantine** @ \$10.00 lb.  
**Forsythia for Soap** @ \$ 6.00 lb.  
**Forsythia water-soluble** @ \$ 4.00 lb.  
**Forsythia for Aerosol** @ \$ 9.00 lb.

**ALBERT VERLEY & COMPANY, INC.**

### 460—HYDRO MUGUET:

We recommend its use as a base for floral bouquets et Muguet compounds.

\$2.20—1 lb.

**ROURE-DUPONT, INC.**  
366 Madison Ave., New York 17, N. Y.

## Technical Abstracts

**Evaluation of a Dentrifice Containing Carbamide and Urease.** R. R. Hawes and B. G. Bibby (Eastman Dental Dispensary, Rochester, N. Y.). J. Am. Dental Assoc. 46, 280-6 (1953).—Use of a powder dentrifice, contg. 12% urea and urease, for 1 year by 196 children and for 8 weeks by 25 young women did not affect the lactobacillus count of the saliva or the occurrence of new dental caries to a greater extent than did the use by control persons of "cosmetic" dentrifices contg. no urea or urease. 22 references. C.A., 47, 9, 4550, 1953.

**Determination of Total Fat in Soap Stocks.** R. Ducos (Lab. Munic., Bordeaux, France). Bull. mens. inform. INERG 7, 124-7 (1953).—In the Grossfeld analysis, soln. of the liberated fatty matter in trichlorethylene and the detn. of the residue in a proportional quantity of the soln. is the quickest method (40-50 min.). It gave with 3 different soap stocks 76.60, 73.70 and 69.9% against 74.83, 72.20, and 67.60% on repeated extn. with a mixt. of ether and petr. ether which takes 2 hrs. 10 min. The application of the method of Gerber proved difficult since the impurities prevent the exact reading of the graduation of the butyrometer. With dioxane as solvent (ibid. 4, 165-8 (1950) the result with the above cited samples were 75.41, 73.82, and 68.22%, the time employed, 2.5 hrs. C.A., 47, 14, 7234, 1953.

**A Preliminary Study of Silicone Oils as Dermatological Vehicles** By Joy Bickmore Plein and Elmer M. Plein. "An investigation was made of the pharmaceutical properties of silicone oils in derma-

### 461—HYDRO VIOLETTE A:

A very fine reproduction of the delicate Violet flower fragrance. Fresh, rich and heady character.

\$9.25—1 lb.

**ROURE-DUPONT, INC.**  
366 Madison Ave., New York 17, N. Y.

### 462—JASCENT

Amazing, economical odor value. This fine Jasmin type is perfect for your cosmetics, colognes, shampoos, liquid soaps, detergents and air sprays. It has exceptional lasting properties. Why not order a trial quantity!

2 oz. sample \$1.00 1 lb. \$5.00

**AROMATIC PRODUCTS, INCORPORATED**  
15 East 30th Street, New York 16, N. Y.

### 463—JASMALIA

A new Synthetic Jasmin Specialty designed by our perfume laboratories for use in fine extract work.

\$23.75 per lb. \$1.00 per 1 oz. sample

**DODGE & OLCOTT, INC.**  
180 Varick Street, New York 14, N. Y.

### 464—MUSCARO W

A powerful fixative, replacing natural musk. Blends, intensifies and unifies all components. Readily soluble.

1 lb. .... \$30.00  
1 oz. Sample ..... \$1.95  
½ oz. Sample ..... \$1.00

**SCHIMMEL & CO., INC.**  
601 West 26th St., New York 1, N. Y.

tological preparations. The oils were mixed with a series of acids, alcohols, waxes, and commercial ointment bases to determine their compatibilities. Silicone oil emulsions and suspensions were prepared, and the use of silicones in liniments was studied. Six silicone ointment bases, 3 U.S.P. ointment bases, and 17 commonly prescribed medicinal agents were used in preparing a series of ointments for aging and compatibility tests. The diffusion rates of some medicinal agents from these silicone bases and official ointment bases were determined in vitro." J. A. Ph. A., Sci., XLII, 2, 1953.

**New Method of Storage of Rose Petals Before Their Treatment.** G. I. Bobylev. Masloboino Zhirovaya Prom. 18, No. 3, 21-4 (1953).—The highest concn. of oils is found in the rose petals during the early morning period, making this most suitable for collection. The petals are stored in 20% soln. of NaCl which prevents oil losses. Such storage for 24 hrs. gives oil yield 50-60% higher than obtained with conventional storage. C.A., 47, 14, 7166, 1953.

**The Determination of the Weight Ratios of Perfume Compositions in Soaps.** Karl Bergwein (Dragoco, Holzminden, Ger.). Seifen-Öle-Fette-Wachse 78, 489-90 (1952).—The amt. of perfume in soap is detd. by dissolving small pieces of soap in the 10-fold amt. of distd. H<sub>2</sub>O, extg. the perfume with petr. ether, evapg. the solvent, and weighing the residue. In the case of soaps contg. unsaponifiable or unsapond. material and superfatting agents, the residue is dissolved in a small vol. of abs. EtOH, the nonperfume materials are sepd. by freezing, the alc. soln. is dild. with H<sub>2</sub>O until the perfume oil seps., and the perfume oil is detd. by the paraffin-cake method. C.A., 47, 14, 7166, 1953.

**Cream for Protecting Hands from Fats, Oils, Dyes, and Hydrocarbons.** Felice Bevilacqua and Mario Perro. Ital. 469,137, Feb. 18, 1952. The following example is given: stearic acid 10, lanoline or bees wax 1.5, glycerol 5, casein 0.3, NH<sub>3</sub> 0.5, and H<sub>2</sub>O 35 parts. Casein may be replaced by a larger amt. of neutral soap. Coloring matter, deodorants, or antiseptic substances may be added also. C.A., 47, 14, 7170, 1953.

**Cold-Wave Composition.** Piero Mora. Ital. 462,767, Apr. 3, 1951. The compn. contains one or more of the following: sulfite, bisulfite, pyrosulfite, dithionite, or the product of partial or complete neutralization of an acid soln. of SO<sub>2</sub>. It may contain also citric or salicylic acid. It is adjusted to suitable pH value by NH<sub>3</sub> or other alkali. C.A., 47, 2, 836, 1953.

**Cosmetic from Silk Proteins.** Chuzo Ooka. Japan. 3050 ('51), June 12. Silk waste (1 kg.) is hydrolyzed with 1 l.

## ✧ NOVEMBER

### 465—OREOLE #558

This is a powerful Oranger Fleurs body. It works excellently in Orange Blossom, Tuberose, Gardenia, Jasmin and other perfumes. A small amount will go a far way.

NEW YORK AROMATICS CORP.  
High Bridge, New Jersey

### 466—PENTAFLOR #254 NA

Can be used as a completed compound in colognes, toilet waters, powders and fancy soaps. It is a well blended floral bouquet with long lasting power. An invaluable aid in adding an enduring flowery note to your product.

1 lb. \$10.00 1 oz. Sample \$1.00

NAUGATUCK AROMATICS  
254 Fourth Avenue, New York 10, N. Y.

### 467—PINE NEEDLES FIXATIVE

Reproduces truthfully the odor of fresh pine needles. It is very long lasting and therefore well suited for use as a fixative.

\$3.80 per pound

FINE AROMATICS, INC.  
342 East 34th Street, New York 16, N. Y.

### 468—RHODIANYL

The warm, piquant note found in the full corolla of the Dianthus pink; a necessity in the composition of either floral or exotic bouquets, lending itself as a complement to the perfumer's creations.

1 lb.—\$32.00

RHODIA INC.  
230 Park Avenue, New York 17, N. Y.

### 469—ROSCENT

#### Floral Rose Geranium Fragrance

Here is a new, interesting and extremely economical Rose fragrance. Its delightfully refreshing odor will add sales appeal to all of your cosmetics and toiletries. A trial order will convince you!

2 oz. sample \$1.00 1 lb. \$5.00  
AROMATIC PRODUCTS, INCORPORATED  
15 East 30th Street, New York 16, N. Y.

HCl (d.1.15) for 8 hrs. at 100°, the soln. is neutralized with NaOH at less than 30°, and the ppt. is washed with water and dried to obtain 200 g. white powder contg. amino acids, which is mixed with talc, starch, perfume and pigment. C.A., 47, 2, 836, 1953.

**Tooth Powder.** Alpenlandischer Zentralverein zur Förderung schöpferischen Schaffens (Georg Stoger, Inventor). Austrian 174,446, Mar. 25, 1953. Dry, sol. fluorides are mixed in the dry state with salts which react with them with the formation of insol. fluorides on addn. of H<sub>2</sub>O. Preferably, alkali fluorides are mixed with difficult sol. Ca salts, e.g. Ca lactate, citrate, or gluconate, and with alkali phosphates. The usual disinfectants, etc., may be added. A typical compn. of the dry mixt. contains CaCO<sub>3</sub> 1000, NaF 10, Ca lactate 30, and NaHPO<sub>4</sub> 50 parts by wt. The prepn. is marketed in waterproof containers. C.A., 47, 9, 4558, 1953.

**Hair Lotion.** Michele Valparaiso. Ital. 467,951, Dec. 28, 1951. A typical compn. is as follows: anthrasol 15, salicylic acid 5, resorcinol 6, 90% EtOH 200, CHCl<sub>3</sub> 30, castor oil 15 g., and lavender. Euresol 10 g. may partially replace salicylic acid and resorcinol. C.A., 47, 14, 7170, 1953.

**Perfumed Ball-Point-Pen Ink.** Sandor Bernfeld, Bernard Bomse, and Sylvain Scharfspitz. U. S. 2,585,531, Feb. 12, 1952. A cream ball-point-pen ink having affinity for paper, cloth, wood, or other surfaces and a pleasant odor may be made in a variety of colors from a basis formula as follows: water 4000-5000, stearin 50, glycerol 50, triethanolamine 100, lanolin 100, tolu balsam 20, muscone 30, ambrette 50, patchouli 50, cholesterol 2, Styrax gum 50, aniline dye 400, and alc. to make a total of 6000 parts by wt. C.A., 47, 14, 7232, 1953.

**Synthetic Perfume.** Tetsuo Nozoe and Takao Kariyone (to Kao Soap Co., Inc.), Japan. 2667 ('51), May 26. Pine needles (100 kg.) are extd. for 1.5 hrs. with CHCl<sub>3</sub>:CCl<sub>4</sub>, and solvent is removed to give 800 g. of a wax, the sapon. of which with



# Sampler

alc. NaOH gives 600 g. mixed fat acids (I). I are esterified with MeOH or EtOH, and the product is fractionated to obtain a fraction (II),  $b_{p.}$  150-60°, the sapon. of which gives 300 g.  $\text{HO}(\text{CH}_2)_{18}\text{CO}_2\text{H}$  (IV). IV is added portionwise into a boiling soln. of 300 l.  $\text{C}_6\text{H}_6$  and 250 g. aromatic sulfonic acid, heated for 70 hrs., the solvent is removed, and the residue is distd. in vacuo to give 200 g.  $\text{O}(\text{CH}_2)_{18}\text{CO}_2$ ,  $b_{p.}$  110-20°. C.A., 47, 2, 836, 1953.

**Odor of Sake. I. Odor From Each Constituent of Rice.** Kisetsu Shuzui and Yoshio Narisada (Sci. Research Inst., Tokyo). Repts. Sci. Research Inst. (Japan) 27, 348-55 (1951). As tested by fermenting each constituent of rice by *Aspergillus oryzae*, the odor of sake was found to be due mainly to the oryzenin and partly to the globulin and albumin, but not to the

## 470—VERONOL

An aldehyde of great power. A fraction of 1% will bring added life and attractiveness to your present perfume. Stable in soaps and cosmetics.

Trial ounce \$1.00  
VERONA CHEMICAL COMPANY  
26 Verona Avenue, Newark, N. J.

## 471—WATER-SOLUBLE PRESERVATIVE

Methyl Chemosept® Sodium is the only water soluble preservative of the Para-Hydroxybenzoate type. Goes into solution readily, protects emulsions and creams more effectively.

1 lb.—\$2.60  
CHEMO PURO MFG. CORP  
32-25 Queens Blvd. Long Island City, N.Y.

starch, fat, or prolamine. A similar odor was also produced from soybean and milk caseins, peptone, and a mixt. of leucine (by itself producing a peculiar odor mixed with that of AmOH), tyrosine, glutamic (by itself producing a mild sweet odor), and aspartic acids. Chem. Abs. 46, 6, 2747.

**Caries-Preventing Dentifrices and Mouthwashes.** N. V. Cosmetische Fabriek Prodneta. Dutch 69,163, Dec. 15, 1951. Since cows and other animals do not suffer from teeth caries, it is concluded that their salivary glands contain a caries-preventing substance. Accordingly, it has been found that dentifrices, etc., contg. salivary glands or dried exts. from these glands inhibit or lessen the formation of acid in the mouth. I.g., 3% dried and powd. glands or 5% dried exts. from salivary glands from cattle are added to the usual compns. H. P. Teunissen. Chem. Abs. 46, 14, 6799 and 6800.

**Hair Preserver.** Josefa Fliesser. Austrian 175,016, May 26, 1953. The preserver consists of aq.-alc. exts. of licorice (*Succus liquiritiae*) and dried elder fruits (*Fructus sambuci*), to which perfumes and other known hair preservers may be added. C.A., 47, 14, 7170, 1953.

**Preliminary Treating Agent for Cold Permanent Hair Waving.** Saburo Asai. Japan. 3250('52), Aug. 22. A soln. composed of Na alkyl sulfonate 20, ext. of *Gloiopeltis furcata* 0.7, alc. 4, perfume 0.3, and water 75 is used. C.A., 47, 14, 7170, 1953.

## AMERICAN PERFUMER 48 West 38th Street, New York 18, N. Y.

### 1. NOVEMBER SAMPLER

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Please have further information and literature sent on items as circled below.

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## Book Reviews

**SOAP, PERFUMERY & COSMETICS YEAR BOOK AND BUYERS GUIDE.** Edited by F. V. Wells. 8x10½ in., 304 pages. Cloth covers. United Trade Press Ltd. 1953. Price \$5.

This is the tenth revised edition of this useful compendium of technical and commercial information for the soap, perfumery, cosmetic, pharmaceutical and allied industries edited by F. V. Wells of Soap, Perfumery & Cosmetics of London, England.

The development of British perfumery and cosmetic industry from 1852 to 1952 is reviewed in the leading article by Mr. Wells. This is followed by a review of the recent progress in cosmetics in America by Maison G. deNavarre, to which is affixed a list of important patents. Other articles are "Determination of Alcohol in Wines and Liquors" by A. D. Etienne and G. F. Beyer of the Bureau of Internal Revenue of the United States; "Caster Oil, Alcohol and Water Miscibility" by Muriel R. Loran and Earl P. Guth of Ohio State University, Columbus, Ohio; and "Essential Oils—Standard Packages."

Much useful laboratory information is contained in a section of tables, summaries and other data. References in tabular or graph form add to its convenience and value. In the section on Cosmetic Formulation tables are offered, as a general guide to the composition, desirable properties and typical formulation of a restricted range of

the commoner cosmetics. In the section on Standard Specifications, collated mostly from foreign sources, are included the specifications adopted by the Essential Oil Assn. of the U. S. A. and the standards of the Toilet Goods Assn. for calc, magnesium carbonate, precipitated chalk, zinc oxide, titanium dioxide, and butyl stearate. T. G. A. standards for mineral oil, petroleum jelly and paraffin waxes and for cold waving materials are also given. The balance of the book is made up of marketing and export data.

All told the volume, while published primarily for the British industry, contains much useful information in a convenient and handy form of value to soap and cosmetic manufacturers in the United States.

**DETERGENTS.** Donald Price, Ph. D. 9x6 in., 159 pages, 12 illustrations. Chemical Publishing Co. 1952. Price \$4.

This well written book explains what detergents are and what they do in terms readily understandable by the layman. Despite the simple, non-technical terms employed it reveals very well the chemical nature of the various groups of surfactants and explains the mechanisms of their action in removing water hardness and wetting hard-to-wet surfaces. It also discusses the role of optical bleaches, builders and extenders. Chapter headings are: What Detergents Are, How the Syn-

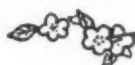
thetic Detergents Were Developed; What Detergents Do, Household Detergents, Industrial Detergents, Testing and Choosing Detergents and Where Do Detergents Go from Here? References for more extended reading are given and an index is included.

**FORMULARY OF PERFUMERY AND OF COSMETOLOGY.** R. M. Gattefosse. Translated from the French. 6x9 in., 252 pages, cloth covers. Leonard Hill Ltd., 1952. Price \$3.50.

This useful, practical work was originally published under the title "Formulaire de Parfumerie et de Cosmetologie" in 1950 by Librairie des Sciences Girardot et Cie for the Laboratories Gattefosse. It doesn't teach the art of compounding. It doesn't contain formulas which, slavishly followed, will yield masterpieces; no manual can impart that knowledge.

It contains typical examples of tested formulations and methods of preparation. Just as a manual on painting teaches the way to hold the brush and how to spread colors but not the art of producing a masterpiece so this manual indicates how to handle raw materials. To that knowledge must be added the talent of the perfumer,—his skill in blending faultless ingredients into his composition.

Part I covers synthetic perfumes and 100% compositions. A table of floral families is included with numerous empirical formulas. Part II covers alcoholic perfumes: toilet waters, extracts and various types of perfumes concluding with a formulary of cosmetology with adequate discussions of and formulas for beauty creams, various cosmetic specialties, rouges, lotions, dentifrices, hair products and nail preparations.



*For the Highest Standard  
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Our services encompass not only the supply of perfume and flavor materials but also authoritative counsel for their effective application in perfume, soaps, cosmetics and allied uses. We invite your inquiry.

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# NEWS and EVENTS

## duPont Aromatic and Compound Business Sold to Rhodia Inc.

E. I. duPont de Nemours & Co. Wilmington, Del. has sold its aromatics and compound business as related to the soap, cosmetic, per-



Raymond J. Picard

fume and flavoring industries to Rhodia Inc., 230 Park Ave., New York, N. Y. The sale did not include Alamask industrial reodorants which will be manufactured by duPont in its Chambers Works at Deepwater Point, N. J. The New Brunswick, N. J. plant where aromatics were produced will be closed.

Rhodia Inc. is an affiliate of Rhone-Poulenc, Paris, France, an old and well established company with 14 plants in various parts of the world. In the twenties Rhodia Chemical Co. under the direction of the late Dr. Max Mueller did a substantial business in the United States. The company was sold to the Newport Chemical Works which was later acquired by E. I. duPont de Nemours & Co. Accordingly the company goes back to its original owner with this sale.

Rhodia will manufacture the aromatics and compounds formerly offered by the Aromatics division of duPont, as well as its own allied products in this country under the direction of highly qualified specialists from France. The company assures the trade that there will be

no break in service to customers during the transition period of changing ownership and that the business will be carried on in line with the policies followed by duPont in past years.

Rhodia Inc. was founded and incorporated in 1948 with Raymond J. Picard as president; and was associated with Societe des Usines Chimique Rhone-Poulenc of Paris, France. The business since its incorporation was devoted principally to pharmaceuticals, chemicals and plastics. Earlier this year it re-established its line of aromatic chemicals, perfume specialties and bases.

## S.C.C. Announces Program for Its December 10 Meeting

The Society of Cosmetic Chemists annual Fall meeting to be held at the Hotel Biltmore, New York City, December 10, will offer the following program:

"The Effect of Physical Factors on the Formation of Cosmetic Emulsions", by G. L. Stanko, W. C. Fiedler, and G. J. Sperandio, Purdue University College of Pharmacy.

"Polyvinylpyrrolidone: A Useful Adjunct in Cosmetics", by H. A. Shelanski and M. V. Shelanski, Industrial Toxicology Labs.

"Chromatography and its Application to the Essential Oil and Cosmetic Industries", by Alex Post, Polak's Frutal Works, Inc.

"A Method for Semiquantitative Analysis of Lipsticks", by Hazel Bishop, Hazel Bishop Lab.

"Alkylloamides in Shampoo Formulations" by H. L. Sanders and E. A. Knaggs, Ninol Labs., Inc.

"Newer Concepts of Lanolin Composition", by Lester I. Conrad, American Cholesterol Products, Inc.

"Guiding Technical Research by Consumer Testing", by Norman H. Ishler, General Foods Corp.

"Chlorophylls in Cosmetics", by E. M. Burdick, American Chlorophyll Div., Strong Cobb and Co.

## S.C.C.'s 1953 Medalist:

### Dr. Emil G. Klarmann

The 1953 Medal Award of the Society of Cosmetic Chemists, for contributions to the Art and Science of Cosmetics, will be awarded



Dr. E. G. Klarmann

to Dr. E. G. Klarmann, vice-president in charge of technical services of Lehn & Fink Products Corp., at a dinner in his honor on Thursday, December 10, at the Biltmore Hotel in New York City.

A leading scientist in drug and cosmetic research, Dr. Klarmann has been responsible for the development of such Lehn & Fink products as the new Lysol, Amphyl disinfectant and Instrument Germicide. He also greatly expanded the Dorothy Gray and Tussy cosmetic lines through development of scientifically controlled skin-care products.

## Rumors of Sale of Elmo Inc. Unfounded—Reorganization

Rumors in the trade that Elmo Inc. Philadelphia, Pa. has been sold are unfounded according to an official announcement from the company. At the present time the company is in the process of reorganization. Mark Elmo is now executive assistant to President Margaret Elmo; and Mr. Elmo with Harold J. Boggan, sales manager, conduct the business on her behalf and interest.

# KOMMON/SCENTS!

The Washington "mess" of the Democrats seems to have been resolved by the Republicans as well ordered confusion. Economy, at the moment appears limited to reducing influence peddling from Five Per Cent to Four Per Cent.

To those who believe that men are men, irrespective of political party labels, there should be much satisfaction in the Administration's foreign policy. Without being Bi-partisan it is accomplishing every bit as much as the foreign policy for which they criticized the preceding White House occupants.

The Republican promise to re-establish the rights of the individual have certainly been fulfilled on high levels, especially on the subject of A-Bomb and H-Bomb, American and Russian. The President, Secretary of Defense and Chairman of the Atomic Energy Commission have come out with individual reports. Any agreement on facts was purely coincidental.

For chortling Democrats, however, it is much too early to get off a big horse laugh. Harry Truman's favor for General Harry Vaughn will never go down into history as a major strategem in winning the Korean "police action."

Similarly, the last Administration's members will twinge for a long time when they hear the term, "red herring." In the Alger Hiss case, it was as inappropriate as calling Rocky Marciano "a feller engaged in substantial differences of opinion."

Emerging triumphantly in the entire picture is the President who preceded both Truman and Eisenhower. He was devastating in pointing out "you can fool some of the people all of the time, all of the people some of the time," etc. But that was before the advertising slogan: "It's fun to be fooled."

The Cosmetic Industry continues to take a detached view of all political matters. It is satisfied to limit its interest to luxury taxes, export-import licensing, the Food and Drug Administration, High Tariff, loans from the constricted Reconstruction Finance Corporation and who's a good feller to see when the Collector of Internal Revenue adds a column of figures differently than our accountants.

*George Fiedler*



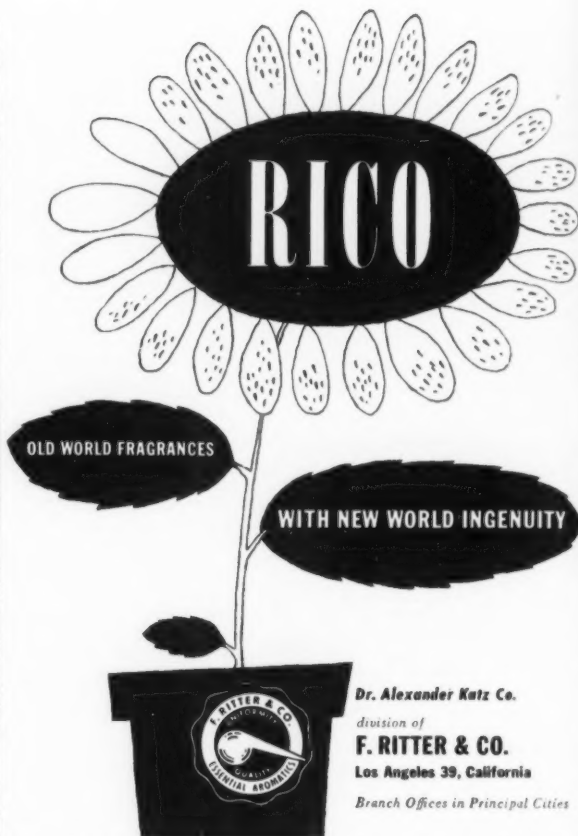
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### NEWS ABOUT

## CETYL ALCOHOL NF-TGA

A consistently ODOR-FREE grade of Cetyl Alcohol is now available to meet the most stringent purchase specifications. Iodine numbers less than the maximum allowed by the rigid TGA specs. are guaranteed on every shipment, thereby assuring an absolute minimum of rancid-producing impurities. Meets complete NF and Toilet Goods Association specifications with ease—and, at prices worth investigating.

### Other Aceto Products:

Sodium Lauryl  
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Lauryl Alcohol,  
95-98%  
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NOW! You can get Cetyl Alcohol's emollient and fixative properties without introducing foreign odors. Write for samples and technical bulletin 311.

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## Goby: Why Grasse Floral Products Remain Supreme

Francois Goby, president of Tombarel Freres, Grasse France, arrived late in October on his fifty-ninth crossing of the Atlantic ocean



Francois Goby

to visit the trade in the United States and confer with Dr. Paul Muhlethaler, president of the American company, Tombarel Products Corp., New York, and other executives of the organization.

Mr. Goby states that notwithstanding what had been said, perhaps a little too hastily, about the future of Grasse, the floral products made there are so different in character from those manufactured elsewhere that they will certainly continue to be used liberally by the most discriminating perfumers as well as others. When the products of Grasse and those produced elsewhere are compared, he explained, they are virtually two different raw materials. Should the only question of difference in price be argued, if this difference is indeed substantial nowadays, it will be adjusted, he added, as soon as the standard of living, especially for labor, in other countries equals that existing in France.

As to the jasmin crop this year, he reported that the quality is exceptionally good due to climatic conditions and also to the fact that the harvest was finished around September 20 instead of around the middle of October. Mr. Goby will return to France at the end of this month.

## Philanthropic Organization Honors 14 Retail Buyers

Fourteen department store and chain store buyers were honored for their service to the cosmetic and drug division of the Federation of Jewish Philanthropies at the organization's recent annual dinner, Jack I. Poses, D'Orsay Sales Co., chairman of the industry's cur-

rent Federation drive, announces.

Among those serving on the campaign cabinet are Louis I. Furlager, Furlager Mfg. Co.; Hugo Mock, Mock & Blum; Samuel Rubin, Faberge, Inc.; and Richard Salomon, Charles of the Ritz.

Among those named to the committee are Otto J. Cohen, Charles of the Ritz; J. G. Fiedler, Kelton Cosmetics Co.; William Jacobs, George W. Button Co.; Emanuel Katz, Doeskin Products, Inc.; A. J. Kinsman, Purepac Corp.; Oscar Kolin, Helena Rubinstein, Inc.; and Benson Storger, Parfums Corday, Inc.

## T.G.A.'s Stephen L. Mayham Honored at CIBS Luncheon

Stephen L. Mayham, executive vice-president of The Toilet Goods Assn., was guest of honor at a recent CIBS testimonial luncheon. H. Gregory Thomas, Chanel president, was toastmaster and Robert A. Armstrong, CIBS president, delivered the introductory speech.



W. D. Canaday (left), executive vice-president of Lenthéric and C. S. Gage (right), Lenthéric president, welcome famed English rose-grower Harry Wheatcroft (center) to the firm's Royal Rose Bouquet during the latter's visit to Salon Lenthéric, New York. Mr. Wheatcroft is visiting the United States on a lecture tour.

## Shulton Places Grant for Chemistry Fellowship

A Shulton Fellowship Fund has been placed in the chemistry department of the University of Rhode Island, Kingston, R. I., College of Arts and Sciences, Shulton president George L. Schultz announces.

The purpose of the grant is to sponsor a graduate student during 1953-1954 to do research work on the production of chemicals by means of Vapor Phase methods.

## Helene Pessl, Inc. Opens \$300,000 Plant

Helene Pessl, Inc., manufacturer of children's cosmetics, has opened a \$300,000 plant in New Rochelle, N. Y.

## T.G.A. Scientific Section to Meet December 9

The meeting of the Toilet Goods Assn. Scientific Section will be held December 9 at the Starlight Roof of the Waldorf-Astoria Hotel, New York.

The following papers will be presented: "Toxicological Observations of Certain Surface-Active Agents", by J. K. Finnegan, Ph.D., Medical College of Virginia, and J. B. Dienna, Rohm and Haas Co.; "Psychometric Evaluation of Lipsticks", by Noel Schwartz and Dean Foster, U. S. Testing Co.; "Cologne Sticks and Related Products—Their Formulation, Manufacture and Analysis", by A. L. Fishbach, Oxzyn Co.; "Statistical 'Quickies'", by W. C. Frey and L. B. Dobie, Bristol-Myers Products Div. of Bristol-Myers Co.; "Silicones, Properties and Use in Cosmetics", by E. G. Tajkowski and T. H. Reilly, Silicone Products Dept., Chemical Div., General Electric Co.; Use of Hair Clippings in the Evaluation of Shampoos, by V. C. Exter, Ph.D., J. M. Longfellow, Ph.D., and H. Henkin, Ph.D., research and development laboratories of Colgate-Palmolive-Peet Co.; and "Application of Control Chart Techniques" by Allegra H. Rodgers, Quality Control Statistician, E. R. Squibb and Sons.

## Ogilvie Sisters Appoints Lloyd Wood in Canada

Ogilvie Sisters, New York hair and scalp preparations producer, has appointed the Lloyd Wood, Co. Ltd., 64 Gerrard St. East Toronto, as its sole selling agency in Canada.



Pond's marked the recent national launching of its Angel Skin hand lotion with a press reception. Above, left to right, are: Miss Regina Kohrman, public relations representative of J. Walter Thompson Co.; Clifford Baker, Jr., of Pond's; and Miss Eleanor McVickar, Beauty editor of Modern Bride. The party was held in the Cloud Club on top of the Chrysler Building in New York City.

THIS TINY  
PERFUME FUNNEL...

and  
THIS TINY  
POWDER SCOOP.....

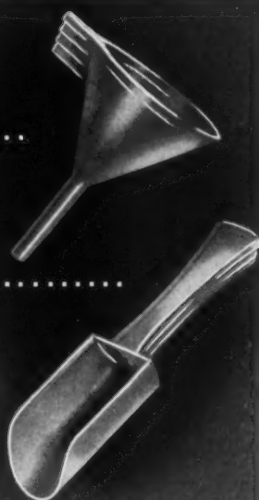
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Expanding, well established Mid-West producer of toiletries and cosmetics is seeking an outstanding man to direct fundamental research programs in organic synthesis, analytical chemistry, medical research, microscopy, and instrumentation. Also supervise technical service operations. Must have at least ten years experience in industrial research in one or more of these fields, and now be a director or assistant. Must have made technical contributions, and be an able administrator and leader. Ph.D. in Chemistry preferred. Age 35-45. Salary open, based on qualifications. Your confidential reply is invited. Write Box 3019, American Perfumer, 48 W. 38 St., New York 18, N. Y.



In Givaudan's new customers' laboratory: Al Fiore, Pierre Bouillette, and Joseph Balsam.

### Givaudan-Delawanna Offers Customers Laboratory Use

Givaudan-Delawanna, Inc. has completed the installation of a customer's laboratory at its executive and sales offices, 330 West 42nd St., New York City. Open to all its customers, the facilities of the laboratory will be used to assist them directly in the solution of any perfuming or cosmetic problems. It is equipped with a complete variety of aromatic chemicals, specialties and other perfume materials manufactured by Givaudan.

### Assn. of Consulting Chemists, Chemical Engineers Officers

The Assn. of Consulting Chemists and Chemical Engineers, Inc. has elected the following officers for a one-year term: president, Foster Dee Snell, president, Foster D. Snell, Inc., New York; vice-president, Abraham Taub, consulting chemist, College of Pharmacy, New

York; secretary, T. P. Kearney, director, Industrial Testing Labs., New York; and treasurer, P. E. Landolt, Landolt & Whitney, New York. All will be serving for their second terms.

The association has scheduled the following open meetings for 1954: April 27, at the Hotel Belmont Plaza, New York, featuring a symposium and banquet; and an annual, symposium and banquet on October 26.

### Give Inside Information on Coty, Whitman Drives

Inside information of the 1953 Whitman and Coty campaign was presented by sales manager Julian Barksdale, Stephen F. Whitman & Son, and advertising director Albert M. Behrens, Coty Products Co., at a recent luncheon meeting of the Merchandising Executives Club.

### F.T.C. Reported Investigating Anti-Enzyme Dentifrice Claims

The F.T.C. is said to be investigating anti-enzyme dentifrice claims, has written manufacturers for samples of their products and advertising, and has invited them to send representatives to Washington for interviews, according to the reports.

The F.T.C. is seen as handicapped in that it is without data on anti-enzymes, and that its appropriation for research amounts to a very small sum. The F.T.C. is, as a result, in a poor position to prove the advertising is false.

### Dodge & Olcott Opens Toronto Office

Dodge & Olcott, Inc. has opened a Toronto, Canada, office in the McKinnon Building, 19 Melinda St., Toronto 1, Ont., under the management of J. J. Thompson.



Mrs. Miriam Gibson French, executive director of the Foundation, described ways in which to present fragrance to the consumer, and Robert Horsey, vice-president of Givaudan-Delawanna, who told the hundreds of Washington-area store representatives how perfume is made.



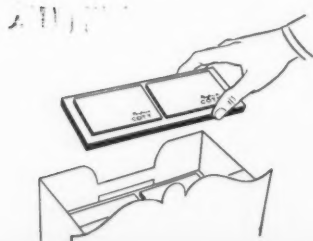
Perfume expert Charles Bryan, president of Firmenich, Inc., as he addressed the Perfume and Fragrance Seminar recently sponsored by The Fragrance Foundation in Washington, D.C. For story, see page 301, October issue.



Each member of the audiences received a box of ten code-lettered half-gram name-brand perfumes, which they had to identify. Above, trying out their luck are, from left to right: Mary Chess, president Joseph Danilek; Mrs. A. Wallace, assistant advertising director of Woodward & Lothrop; Mrs. R. Halluin, toilet goods buyer at Woodward & Lothrop; and Jean Despres, vice-president of Coty.

## CAN YOU USE A STAR\* PERFORMER?

A STAR\* HAS THAT EXTRA IRRESISTIBLE QUALITY THAT KEEPS THE SHEKELS ROLLING IN. BROOKS AND PORTER DISPLAYS - HANDSOME AND STURDY, ARE THE SHINING STARS\* OF THE FIELD OF MERCHANDISING AND, BEST OF ALL, THEY ARE WELL WITHIN YOUR REACH.



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SHOWING  
STORAGE  
COMPARTMENT



\* A B & P CREATION



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Spermaceti—Ceresine—Red Oil—Yellow Beeswax—Composition Waxes—Stearic Acid—Hydistear

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, as amended by the acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management, and circulation of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, published monthly at Bristol, Conn. for October 1, 1953.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, J. H. Moore, 48 West 38th St., New York 18, N.Y. Editor, William Lambert, 48 West 38th St., New York 18, N.Y. Managing editor, None. Business manager, Harland J. Wright, 48 West 38th St., New York 18, N.Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Moore Publishing Co., Inc., 48 West 38th St., New York 18, N.Y.; J. H. Moore, 48 West 38th St., New York 18, N.Y. (Majority and controlling stockholder); J. H. Moore, Jr., 48 West 38th St., New York 18, N.Y.; Gertrude A. Moore, Indian Head Point Road, Riverside, Conn.; H. O. Andrew, 48 West 38th St., New York 18, N.Y.; M. M. MacCollum, 48 West 38th St., New York 18, N.Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

J. H. MOORE  
(Signature of publisher)

Sworn to and subscribed before me this 25th day of September, 1953

[SEAL] ANNA L. HARTMANN.  
(My commission expires March 30, 1955)





Helen McWilliams, New York resident buyer for I. Magnin, and George Carrol, Rubinstein sales manager, at a cocktail party given by Mme. Helena Rubinstein in her Park Ave. apartment for the opening of the Italian art exhibit she sponsored.

### Rubinstein-Sponsored Italian Art Show on Tour Through U. S.

The Helena Rubinstein commissioned Italian art exhibit, Twenty Imaginary Views of the American Scene by Twenty Young Italian Artists, was recently on a week-long public exhibit in her Park Avenue Penthouse Gallery before going on a nation-wide tour in benefit of various charities. The paintings were previously on exhibit in Rome and Capri.

### Coty-Sponsored Fashion Award Presented as 1200 Attend

The annual presentation of the Coty-sponsored American Fashion Critics' Award, recently held, was attended by some 1200 members of the fashion field, and was covered by newsreel, radio and fashion press. The top award, the Coty "Winnie," was made to Tom F. Brigance, Frank Gallant, Inc. and Sportsmaker, Inc., designer of coats, suits, sportswear and lounge clothes.

### Mrs. Martha Wood to Assist N.B.B.M.A.'s Jacob Reck

Mrs. Martha Wood, former chief of the O.P.S. cosmetic section, and N.B.B.M.A. executive secretary, has been appointed to be associated with N.B.B.M.A. executive vice-president Jacob Reck in managing the association's Washington office.

### Countess Maritza Cosmetic Co. Takes Over Allura Mascara Co.

Countess Maritza Cosmetic Co., Inc., New York, has acquired the Allura Mascara Co., Inc. and is planning an extensive merchandising campaign in behalf of the latter's products.

### New N.B.B.M.A. Executive Committee Members Announced

Members of the N.B.B.M.A. executive committee for 1953-1954 are: Robert R. Hoffman, Revlon Products Corp., chairman; Edward J. Breck, John H. Breck, Inc.; Ben F. Breslauer, A. Breslauer Co.; Jule Gordon, The J. B. Williams Co.; Sheldon R. Odell, The Odell Co.; and Ira S. Wilson, Halliwell, Inc.

### Among Our Friends

WILLIAM LAKRITZ, president, and JOSEPH H. FEIN,



Left, William Lakritz; right, J. H. Fein

treasurer of Florasynth Labs., Inc., have returned from a business trip which took them to 19 European and Middle-East cities, in France, Switzerland, Holland, Belgium, Italy and Israel.

KENNETH IREY, assistant manager of Heyden's Garfield, N.J., plant, has been appointed chemical production manager for Heyden Chemical Corp.

LOUIS GAMPERT, vice-president of the Felton Chemical Co., Inc., has accepted the chairmanship of the cosmetics division in the campaign of the Travelers Aid Society of New York to raise \$364,000.

DR. MAX LUTHY, vice-president in charge of production and research of Givaudan-Delawanna, Inc., and its associate companies, Givaudan Flavors, Inc. and Sindar Corp., has just returned from a three-months visit to Europe, during which he visited associated companies in Switzerland, Italy, France and England.

MISS ANNE WRIGHT, executive vice-president of Christian Dior Perfumes Corp., is on a month's trip to the West and Southwest to visit key accounts.

HONORE ASTIER, manager of V. Mane Fils, Bar-sur-Loup, near Grasse, France, has returned to France following a few weeks' visit.

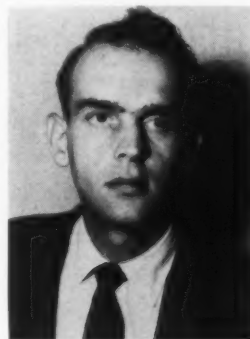


Honore Astier

Together with Andre Pissaro, vice-president of Mane Fils, Inc., he visited clientele in the U. S. as well as in Canada and acquainted them with the latest products from the mother country.

L. TRACY SHEFFIELD, president of Sheffield Tube Corp., New London, Conn., has been named as one of the new directors of the Hartford National Bank and Trust Co. in Hartford, Conn.

GEORGE McCARTY, formerly with E. S. Browning Co., Synfleur Labs. representative on the Pacific Coast, will represent Synfleur in the



George McCarty

New York City area, working for the firm's New York sales office at 40 West 48th St.

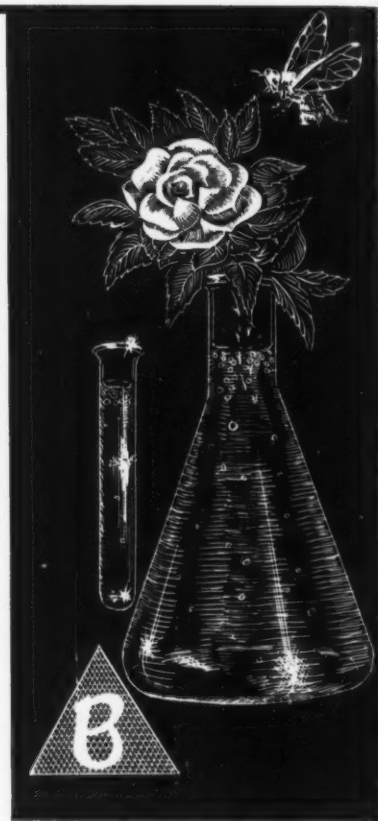
ARMAND PETITJEAN, president and directeur general of Lancome, recently arrived in New York from Paris for a short visit. He conferred with members of the board of directors of Lancome Sales and also flew to the West Coast to see buyers of key stores there.

HELEN BOOTH has been with the Drug and Chemical Section of the New York Board of Trade for 25 years. She was appropriately honored by officers of the Section.

**B**ases of  
**U**niform  
**S**tability  
**H**old fragrance

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Prominent, growing Mid West manufacturer of toiletries and cosmetics is seeking two executives to direct research and product development, one in emulsions and one in detergents. Must now be a director, assistant director, or group leader, with at least ten years' related experience in one of these fields, including five years on bench research. Must have administrative and leadership capabilities, and have made some technical contributions in one of these areas. Ph.D. in Chemistry preferred. Age 35-45. Salary open, commensurate with qualifications. Your confidential reply is invited and respected. Write Box 3018, American Perfumer, 48 W. 38 St., New York 18, N. Y.

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Iso Propyl Quinoline • Isobutyl Quinoline  
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 Linalyl Anthranilate • Linalyl Isobutyrate

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 CHEMICAL CO., INC.  
 600 Ferry Street Newark 5, N. J.

FRANK J. DALEO, formerly with the J. W. Wilson Glass Co., is now associated with the Richford Corp., New York.

PHILIP LIBSON, guest of honor at the last CIBS meeting, has joined the organization of Max Factor & Co.

ner in the firm. Subsequently he joined Fleuroma Inc. and then Albert Verley & Co. after which he



Rupert C. Watson

## Obituary

### Rupert C. Watson

Rupert C. Watson, manager of the line of aromatic chemicals, perfume specialties and bases of Rhodia Inc., New York, N. Y. who was well known throughout the perfumery, soap and flavor industries, died October 12 in New York. Mr. Watson had been in ill health for about two years, and spent some months in the hospital during that time. He began his career in business with the old Drug & Chemical Markets. Later he was associated with Ungerer & Co. specializing in the line of Firmenich & Co. When Firmenich & Co. established their own office in this country Mr. Watson joined the new organization as manager and later became a part-

ner in the firm. Subsequently he joined Fleuroma Inc. and then Albert Verley & Co. after which he joined this year the organization of Rhodia, Inc. He is survived by his widow, and a sister, Mrs. Marie W. O'Brien.

### Theodore H. Hoffman

Theodore H. Hoffman who was associated with the perfumery and raw material industry for forty years died recently at the age of 72 years. He was born in Russia and came to this country after serving as a colonel during World War I. He served as perfumer for Prince

Obolensky and was associated with E. I. duPont de Nemours & Co., Lautier Fils and other essential oil and aromatic houses. He is survived by his widow.

### Friedrich Capito

Friedrich Capito, export director of Messrs. Dragoco G.m.b.H.,



Friedrich Capito

Holzminden, Germany, recently died.

A veteran of more than 40 years in the perfumery export business, his travels took him throughout the world, and made him a well-known figure in the perfumery industry.

## Flyindustries Inc. Presents...

### A. HANDY, HANDSOME SPATULA—

Your customer will appreciate this useful styrene dispenser of cold creams and similar products. A boon to fastidious women. Actual size. Available in all standard colors.

### B. COLORFUL MINIATURE FUNNEL—

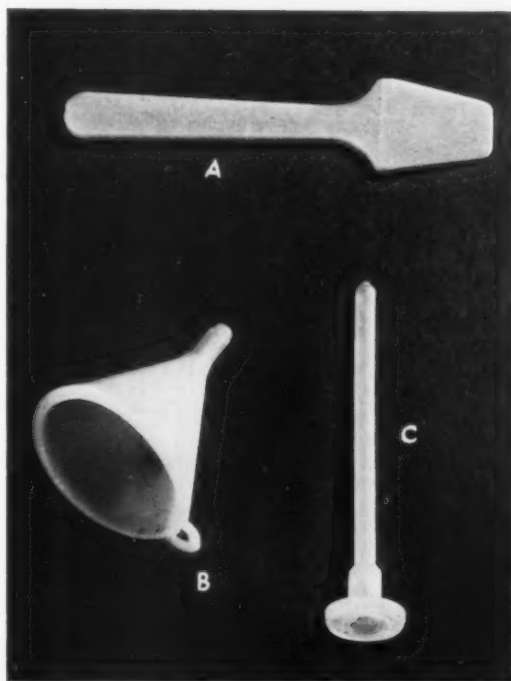
A perfect give-away for your spring perfume promotion. Milady can fill her purse vials with your fragrance so easily. Made of polyethylene in all standard colors. Actual size.

### C. POLYETHYLENE APPLICATOR—

A combination seal and dispenser, available in a variety of sizes and colors. Specifically designed to be used in any standard cap. Can be added to the package without any added assembly costs. It serves the double purpose of applicator and liner for such products as cologne, cream sachet, cream rouge, etc.

*Flyindustries Inc.*

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Yes, the AMERCHOLS ARE NATURALLY different, and NATURALLY better for the skin and hair. They are highly effective emulsifiers, emollients and penetrants.

The AMERCHOLS are Natural non-ionic surfactants which we isolate in purified form from animal tissues. The AMERCHOLS are stable in the presence of acids, alkalies and most drugs and we know of no case of an allergy due to an AMERCHOL.

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Write on your business letterhead for technical literature.



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# Market Report

## Anethol, Pimento Leaf Advance

**P** RICE DEVELOPMENTS in the raw materials market over the past month included advances in both refined and technical grades of anethol, a further leveling off in glycerin prices, and an upward trend in oils, pimento leaf and Bourbon geranium.

### *Anethol Higher*

The advances in anethol amounted to 20 cents a pound for technical material and 25 cents a pound for the refined product. They were attributed to a combination of circumstances, including firmer conditions in most pine oil products and a recent broadening in the demand for the refined product. Refined anethol may be used in many applications where previously anise oil has been used. The supply from China has been entirely cut off and the limited amounts from Holland have proved insufficient to meet overall requirements. Moreover, the high price of the Dutch product served to encourage the use of anethol in some items.

Price movements in spearmint oil were confined within more narrow limits following the sharp declines that took place in August and September. However, latest quotations ranging from \$5.75 to \$6.25 per pound are in sharp contrast to those prevailing in the market early last year at which time the oil had been selling at about \$8 per pound. Although more spearmint oil was produced this year than in 1952, trade factors attributed the drop in prices to the sudden rush of new crop oil into the market at a time when consumers appeared to be carrying moderate inventories. Moreover, the demand for spearmint early last year was on the upgrade, thanks to the introduction of several relatively new products on the market which contained chlorophyll. The decline in peppermint oil following the distillation of this year's crop was milder and more orderly than that of spearmint.

While Bourbon geranium oil dis-

played an upward tendency, Turkish geranium or palmarosa was reported a shade easier due to new crop influences. The strike in France, which lasted over a period of several weeks, caused producers of essential oils to hold on to merchandise, believing that under changing economic conditions and a possible further devaluation in the franc, floral oils and other commodities might prove more favorable than currency. Such an attitude developed at a time when dealers and consumers were beginning to seek larger quantities of French floral oils and essences in preparation for the Christmas holiday trade.

In the miscellaneous oil group two varieties of citronella oil turned firmer, namely the Formosan and the Ceylonese. Stocks at primary markets have been reduced by heavier demands from European countries. Although the advance in Formosan citronella oil amounted to about one cent a pound, trade factors were of the opinion that the upturn was the start of further advances in the market. Fairly good stocks of citronella oil are being carried in this market but the goods are in strong hands who feel confident that the market will go higher over an extended period of time.

Several other imported oils bear close watching, in the opinion of importers, because their selling prices have been at a level to discourage production and European buyers have shown a willingness to step up their purchases.

### *Glycerin Down*

The downward trend in glycerin prices was traced to fears of an increasing use of substitute items rather than by any decided increase in available supplies. With increasing quantities of synthetic glycerin scheduled to come onto the market in about a year, the industry as a whole could not afford to let such substitutes make further inroads into the market. For a time, early

last year, every effort was made to keep glycerin prices high in order to obtain badly needed foreign crude glycerin. Heavy purchases of foreign crude practically dried up supplies abroad.

Increasing sales of synthetic menthol have served as an adverse influence upon prices for the natural product from Brazil. Prices for synthetic menthol have continued at slightly below those prevailing on Brazilian material but this situation could readily change since the availability of the synthetic laevo product is dependent upon the supply of citronella oil from Java and Formosa. The price spread between Brazilian and Japanese menthol continued to be so wide that very little activity was noted in the latter variety.

### *Citrus Oils Strong*

Citrus oils, namely lemon, lime, orange and grapefruit, continued to display a steady to firm note. Indications seem to point to higher prices for lime oil later on, especially for Mexican oil due to a reduced output this year. Advices from Mexico state that there has been a tremendous demand for fresh fruit this year and that the lime crop had been affected by very poor weather conditions during the growing period.

The tight position in lemon oil has failed to be relieved. Additional arrivals from Italy were detained here by the Food & Drug Administration, thus placing a greater burden on the demand for the Californian oil. More oil appeared to be available from California than was the case in September, but demands were heavy, thus keeping the market in a generally tight position.

Indications are that the demand for citrus oils will continue to be heavy over the balance of this year. Extract manufacturers' inventories were badly depleted by heavy summer withdrawals on the part of beverage manufacturers, thus it is believed that substantial replacement purchases will prove necessary.

# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Prices per lb. unless otherwise listed.

Almond Bit, FPA per lb.	3.40@	3.80	Copaiba	2.00@	2.35	Haitian	75.00@	100.00
Sweet True	.58@	.90	Coriander	17.50@	25.00	French	210.00@	270.00
Apricot Kernel	.36@	.50	Croton	4.25@	4.90	Nutmeg—		
Amyris	1.55@	2.00	Cumin	4.50@	5.20	East Indian	3.00@	3.65
Angelica Root	68.00@	100.00	Dill—			West Indian	2.70@	3.50
Angelica Seed	55.00@	90.00	Weed	4.25@	4.80	Ocotea Cymbarum	.65@	.90
Anise, U.S.P.	2.80@	3.25	Seed, Indian	2.90@	3.40	Olibanum	5.60@	7.85
Bay	1.50@	2.10	Erigeron	5.50@	6.85	Opopanax	38.00@	42.00
Bergamot	11.25@	14.25	Eucalyptus—			Orange, Florida	.75@	1.00
Artificial	3.00@	4.75	80-85%	.85@	1.10	Italian	3.90@	5.50
Birchtar, crude	1.80@	2.10	70-75%	.65@	.95	Calif., exp.	1.25@	—
Birchtar, rectified	2.55@	2.85	Fennel, Sweet	2.30@	3.00	Distilled	.80@	—
Bois de Rose	3.85@	4.50	Garlic (oz.)	8.75@	10.50	Origanum	2.15@	2.85
Cajeput U.S.P.	2.30@	3.00	Grapefruit	2.90@	3.30	Orris Root, concrete (oz.)	6.50@	8.75
Cajeput (technical)	2.00@	2.25	Geranium, Rose, Algerian	9.00@	11.75	Concrete, extra	12.00@	15.00
Calamus	20.00@	22.00	Bourbon	10.50@	12.00	Patchouli	7.85@	10.50
Camphor "White"	.25@	.42	Turkish	5.75@	6.50	Pennyroyal, European	1.85@	2.50
Cananga, native	9.00@	10.15	Ginger	11.25@	13.00	Peppermint natural	4.50@	5.00
Rectified	12.10@	12.75	Guaiac (Wood)	1.25@	1.75	Redistilled	4.95@	6.50
Caraway	2.00@	2.85	Hemlock	2.15@	2.75	Petitgrain	2.35@	2.85
Cardamon	28.00@	35.00	Jasmin (absolute)	245.00@	285.00	Pimento, Berry	4.50@	5.15
Cascarilla	35.00@	40.00	Juniper Berry	2.85@	3.50	Leaf	2.45@	3.00
Cassia, rectified, U.S.P.	8.00@	Nom'l	Laurel leaf	9.85@	12.60	Pinus Sylvestris	2.65@	3.00
Cedar leaf, U.S.P.	2.15@	3.00	Lavandin	2.15@	3.00	Pumilio	3.50@	4.25
Cedar Wood	.48@	.60	Lavender, French—			Rose, Bulgaria (oz.)	50.00@	65.00
Celery	16.50@	20.00	40-42% ester	5.75@	7.35	Synthetic, lb.	30.00@	35.00
Chamomile Hungarian	165.00@	280.00	30-32% ester	3.30@	4.80	Rosemary, Spanish	.65@	.95
Cinnamon—			Spike	1.55@	2.00	Sage—		
Bark	20.00@	50.00	Lemon, Calif.	7.25@	7.50	Spanish	.90@	1.25
Leaf	1.35@	3.00	Italian	7.25@	9.50	Dalmatian	7.25@	8.35
Citronella, Ceylon	.55@	.90	Lemongrass	1.00@	1.30	Sandalwood, N. F.	9.50@	10.25
Java	.75@	1.00	Limes, distilled	6.25@	7.40	Sassafras—		
Java type	.50@	.65	Expressed	7.85@	9.50	Artificial	.45@	.65
Cloves, from buds	8.00@	9.00	Linaloe wood	3.45@	4.15	Snake root	30.50@	32.00
Leaf	1.55@	2.00	Lovage (oz.)	10.00	Nom'l	Spearmint	5.75@	6.25
			Mace	2.50@	3.60	Spruce	2.25@	2.75
			Marjoram	1.80@	3.00	Sweet birch Southern	2.10@	3.00
			Neroli—			Northern	4.95@	8.00



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POSITION \_\_\_\_\_

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Tansy	8.35@	9.00
Thyme, red	1.75@	2.50
White	2.00@	3.40
Valerian, extra	100.00@	125.00
Vetiver—		
Bourbon	16.80@	20.00
Haitian	14.25@	18.75
Java	25.50@	31.50
Wintergreen, Southern	3.40@	15.00
Northern	7.25@	14.00
Wormseed	8.00@	9.15
Wormwood	5.75@	6.40
Ylang Ylang, Bourbon	20.00@	32.50
Haitian	12.85@	Nom'l.

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Bay	3.00@	3.60
Bergamot	20.00@	29.00
Grapefruit	85.00@	95.00
Lavender	10.00@	14.25
Lemon	65.00@	70.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	110.00@	135.00
Peppermint	11.75@	12.80
Petitgrain	5.25@	6.10
Spearmint	11.50@	14.25

#### DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetophenone	1.40@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	2.75@	3.50
Aldehyde C 8	9.00@	11.00
C 9	16.75@	17.10
C 10	7.30@	7.75
C 11	18.60@	20.00
C 12	15.00@	15.75
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate	.55@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.05@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	.90@	1.00
Amyl Valerinate	1.95@	2.40
Anethol	1.25@	1.35
Anisic Aldehyde	2.15@	2.65
Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.75@	.85
Benzyl Alcohol	.75@	.85
Benzyl Benzoate	.85@	1.00
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.75@	4.00
Benzyl Formate	1.50@	2.10
Benzophenone	1.75@	2.00
Benzyl-isoeugenol	9.00@	10.25
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.80@	2.00
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	1.43@	1.51
Cinnamic Alcohol	2.75@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinnamyl Acetate	3.65@	4.00
Citral, C. P.	3.35@	3.85
Citronellol	1.75@	2.30
Citronellyl Acetate	2.65@	3.00
Citronellyl Butyrate	5.50@	5.90
Coumarin	3.00@	3.45
Cuminic Aldehyde	3.25@	4.10
Cyclonol	2.85@	3.15
Diethylphthalate	.45@	.51
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide	.60@	.75
Ethyl Acetate	.30@	.35
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.85@	.95
Ethyl Capronate	2.40@	2.85
Ethyl Cinnamate	3.00@	3.65
Ethyl Formate	.70@	.80
Ethyl phenylacetate	1.20@	1.35

Ethyl Propionate	.90@	1.00
Ethyl Salicylate	1.90@	2.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	1.50@	1.75
Eugenol	2.85@	3.25
Geraniol, dom.	1.75@	2.35
Geranyl Acetate	1.50@	2.00
Geranyl Butyrate	4.00@	4.85
Geranyl Formate	4.50@	4.95
Geranyl iso-valerate	7.60@	8.30
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.40@	3.85
Hydrotropic Aldehyde	5.90@	6.35
Hydroxycitronellal	5.40@	5.85
Indol, C. P.	19.00@	19.50
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	.85@	1.50
Iso-butyl Benzoate	1.65@	1.85
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.10@	4.85
Iso-safrol	2.10@	2.80
Linalool	5.90@	6.25
Linalyl, Acetate 92%	6.00@	6.75
75%	5.75@	6.10
Linalyl Benzoate	18.50@	20.00
Linalyl Formate	11.90@	12.85
Linalyl Propionate	12.75@	14.00
Menthol—		
Brazilian	5.35@	5.50
Japanese	7.50@	7.60
Synthetic, racemic	4.95@	5.10
Laevo	5.25@	5.35
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate	.55@	1.00
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	5.20@	5.85
Methyl Heptyl Carbonate	35.00@	40.00
Methyl Naphthyl Ketone	3.85@	4.10
Methyl Phenylacetate	1.10@	1.75
Methyl Salicylate	.58@	.65
Musk Ambrette	5.15@	5.30
Ketone	5.35@	5.60
Xylene	1.40@	1.65
Neroline (ethyl ether)	2.50@	2.80
Octyl Isobutyrate	4.95@	5.30
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.10@	2.75
Paracresyl Phenylacetate	4.60@	5.20
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.60@	1.95
Phenylethyl Alcohol	1.65@	1.90
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.50@	6.00
Phenylpropyl Acetate	3.30@	3.85
Phenylpropyl Alcohol	2.70@	3.20
Safrol	.85@	1.20
Scatol (oz.)	2.75@	3.25
Styrollyl Acetate	1.75@	2.50
Thymol, crystals	3.00@	3.25
Vanillin, eugenol	6.50@	7.25
(Guaiacol)	3.00@	3.25
Liznin	3.00@	3.25
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether)	2.35@	2.80

#### BEANS

Vanilla beans—		
Bourbon	5.50@	6.25
Mexican, cut	5.35@	5.85
Mexican, whole	5.90@	6.25
Tahiti	4.15@	4.50
Tonka Beans Surinam	1.05@	1.30
Angostura	1.65@	1.80

#### SUNDRIES AND DRUGS

Acetone	10 1/4@	14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	.85@	1.10
Canada fir, gal.	33.00@	35.00
Peru	1.25@	1.65
Beeswax, bleached, pure		
U. S. P.	.70@	.74
Yellow, refined	.55@	.60

Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	67.25@	91.75
Boric Acid pwd. U. S. P., ton	129.25@	153.75
Calcium, Phosphate	.07 3/4@	.08 1/4
Phosphate, tri-basic	.07 3/4@	.08
Camphor, pwd., domestic	.57@	.59
Castoreum, nat., cans	7.25@	17.00
Cetyl, Alcohol, extra	.80@	1.15
Chalk, precip. bags, clts	.02 7/8@	.03
Cherry Laurel Water, jug, gal.	1.25@	Nom'l.
Citric Acid Anhydrous	.28 3/4@	.31 1/4
Civet, ounce	6.50@	10.00
Cocoa butter	.72 1/2@	.74
Cyclohexanol (Hexalin)	.34 1/2@	.35
Dextrine, white, cwt.	8.53@	8.68
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.33 1/2@	.34
Soap Lye, crude	.21@	.22
Gum Arabic, white pwd.	.40@	.45
Amber	.13 1/4@	.14 1/2
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.38@	.45
Gum Galbanum	.98@	1.25
Gum karaya, pwd.	.18@	.30
Gum Myrrh	.35@	.40
Henna, pwd.	.22@	.24
Kaolin	.05@	.07
Labdanum	1.00@	1.85
Lanolin, cosmetic	.38 1/2@	.48 1/2
Anhydrous	.36@	.38
Magnesium, carbonate	.11 1/4@	.14
Stearate	.38@	.43
Musk, ounce	65.00@	Nom'l.
Olibanum, tears	.20@	.25
Siftings	.16@	.18
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.23@	.28
Paraffin, fully ref. 122-124	.07 7/8@	.08
Peroxide (hydrogen U. S. P.) bbls.	.03 3/4@	.05
Petrolatum, snow white	.06 3/8@	.08 3/8
Quince Seed	1.10@	1.50
Rice Starch	.16@	.18
Rose Flower, pale	.65@	.90
Rose Water, jug (gal.)	1.25@	1.85
Rosin, M. per cwt.	8.50@	8.55
Salicylic Acid U&P	.48@	.53
Saponin No. 1	2.75@	2.80
Silicate, 40° drums, works, 100 pounds	1.70@	2.30
Sodium Carb.		
58° light, 100 pounds	2.75@	4.52
Hydroxide, 76% solid, 100 pounds	4.80@	4.90
Spermaceti	.29@	.30
Styrax Asiatic	.68@	.72
Tartaric Acid (250 lb. drums)	.37@	.41
Tragacanth, No. 1	2.75@	3.20
Triethanolamine	.26 1/4@	.27 1/4
Zinc stearate, U.S.P.	.37@	.42
Oxide, U.S.P.	.16 3/4@	.17 3/4

#### OILS AND FATS

Castor, refined, drums	22 1/2@	23
Coconut, crude, Atlantic ports, tanks	17 1/4@	Nom'l.
Refined, drums	23 1/2@	23 3/4
Corn, crude, Midwest, mill, tanks	13 7/8@	.14
Corn Oil, refined, tanks	17 1/4@	.17 3/4
Cottonseed, crude tanks	13 3/8@	.14
Grease, white	.06 3/8@	.07
Lard, Chicago	.17@	Nom'l.
Lard, Oil, common, No. 1 drums	.10@	.11
Olive, edible (gal.)	2.60@	2.70
Peanut, crude, tanks	21 3/4@	Nom'l.
Red Oil, single distilled drums	12 3/4@	.14 1/2
Double distilled	15 1/4@	.17
Stearic Acid		
Triple Pressed	.14@	.15 3/4
Double Pressed	.11 3/4@	.13 1/4
Tallow, acidless, drums	.11@	.11 1/2
Tallow, extra	.05 1/8@	.05 1/2



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**MODULAN** is a chemically treated lanolin containing all the constituents of lanolin deliberately modified by a unique treatment to introduce new and valuable properties.

It represents a radical departure from lanolin in structure, function and odor, and more closely approximates the normal human skin fat.

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**SOLUBILITY**— Because of induced chemical differences in molecular structure, **MODULAN** is far more hydrophobic than lanolin and forms clear solutions in mineral oil.

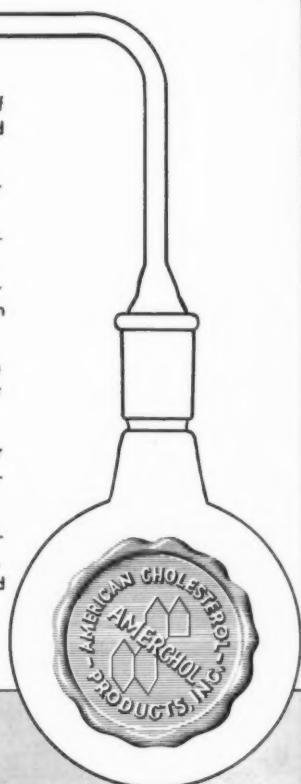
**TEXTURE**— **MODULAN** solutions leave water-resistant protective films which are inherently softening and prevent defatting. These films are waxy rather than tacky and are very agreeable to the touch.

**COMPATIBILITY**— Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, **MODULAN** can be used in high concentrations without affecting stability and foaming.

In addition to the above mentioned advantages, **MODULAN** deposits an emollient, protective film and is therefore highly effective in baby oils, hair dressings, soaps, shampoos, oil-in-water creams and lotions, lipstick, and other cosmetic and pharmaceutical products.

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